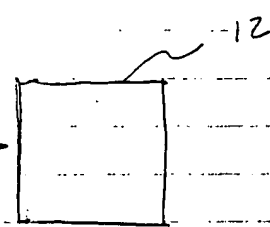
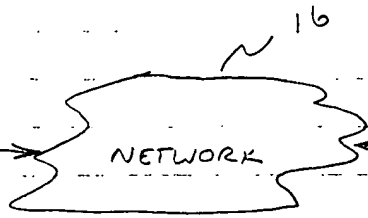


HOST



ATM

(A)

- IDLE - PROMPT CARD ENTRY ~ 18
- READ CARD (PAN) ~ 20
- PROMPT PIN ENTRY ~ 22

(B)

- RECEIVE PIN ~ 24
- PROMPT TX SELECTION ~ 26
- RECEIVE TX SELECTION ~ 28
- PROMPT ACCT SELECTION ~ 30
- RECEIVE ACCT SELECTION ~ 32
- PROMPT \$ ENTRY ~ 34
- RECEIVE \$ ENTRY ~ 36

REQUEST 38

- PRESENT "WAIT" SCREEN ~ 42

RESPONSE 44

- RUN CASH DISPENSER ~ 46
- PRINT RECEIPT ~ 48
- PRINT JOURNAL RECORD ~ 50
- PROMPT TAKE CASH ~ 52
- PROMPT TAKE RECEIPT ~ 54

COMPLETION 56

- PROMPT ANOTHER TX ~ 62
- IF YES (B) IF NO ~ 64
- RETURN CARD ~ 66
- PROMPT TAKE CARD (A) ~ 70

VERIFY  
PIN / PAN / AMOUNT ~ 40

- DEBIT ACCOUNT ~ 58
- STORE TXN DATA ~ 60

FIGURE 1  
(prior art)

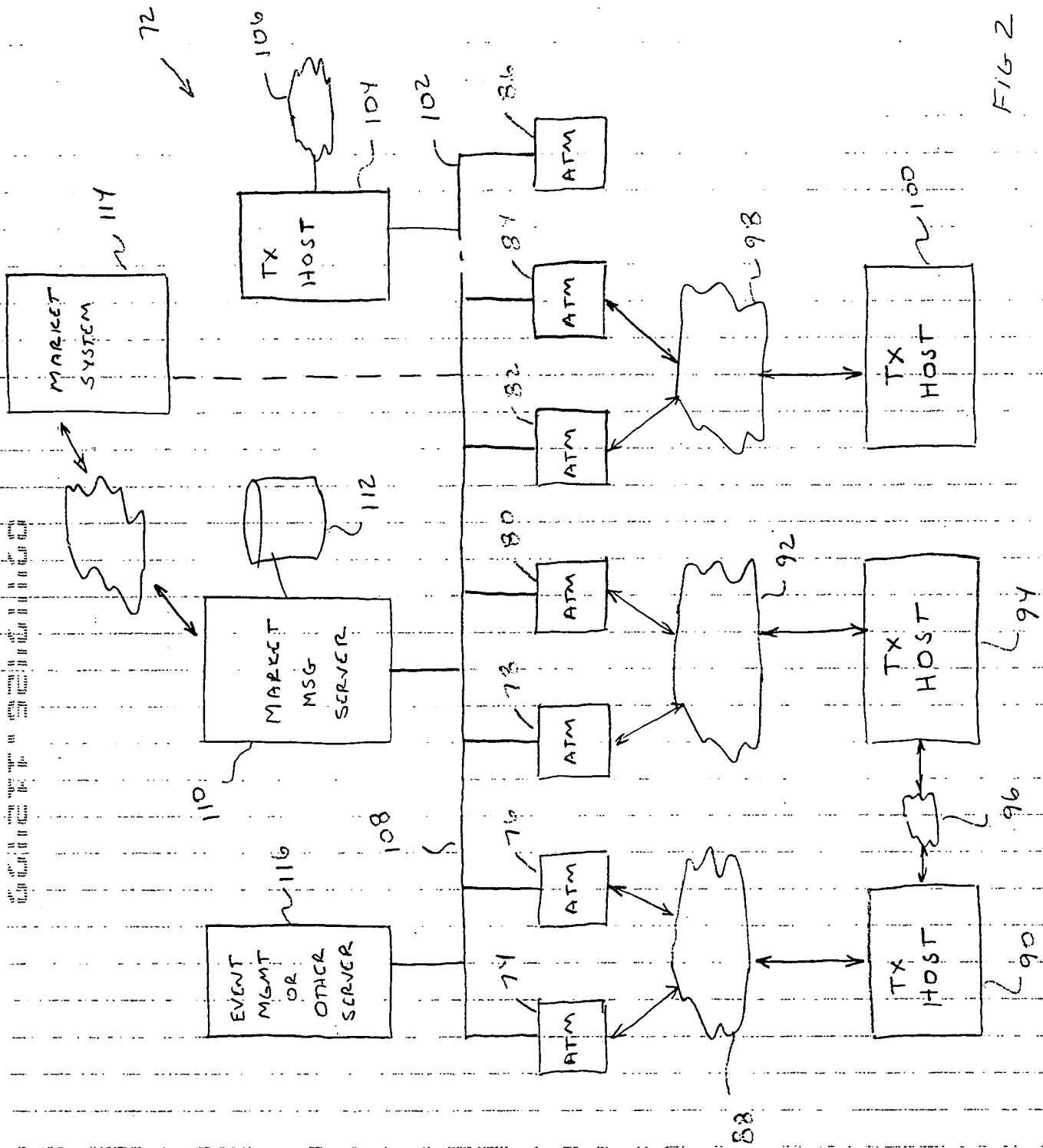


FIG 2

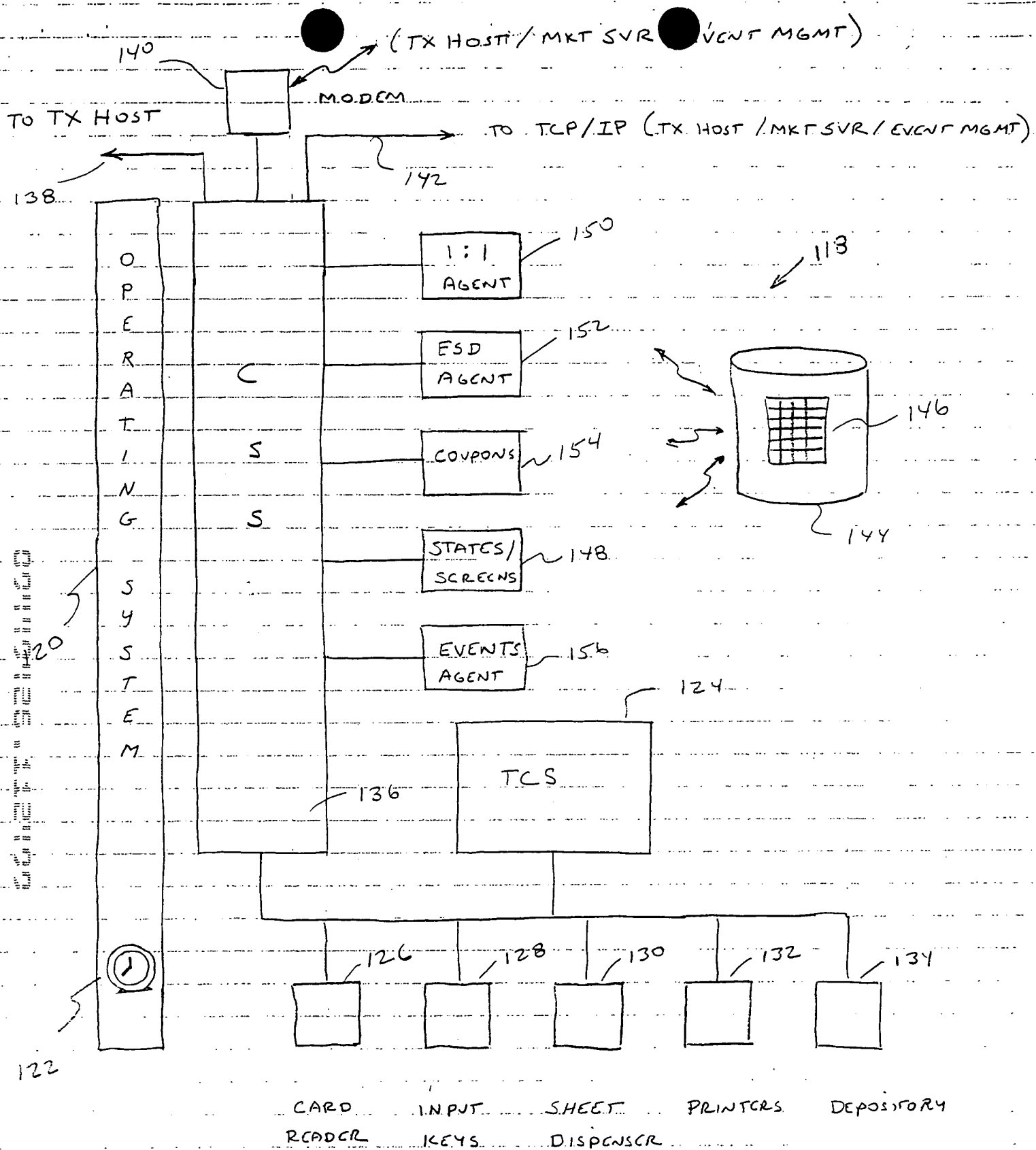
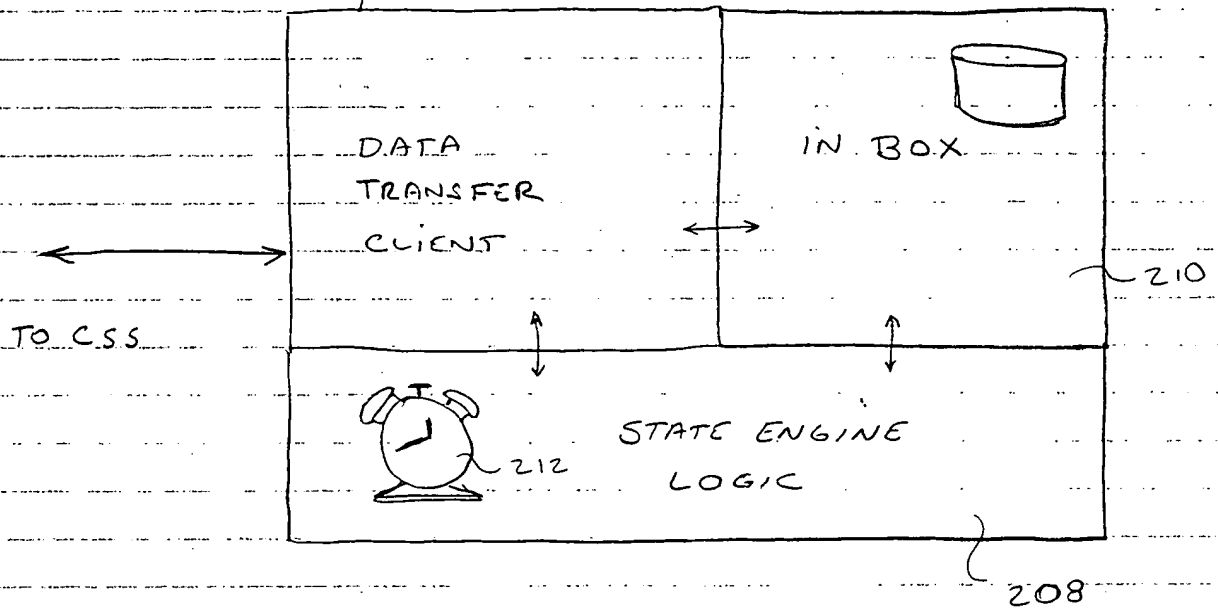


FIG 3

206 ESD AGENT



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FIG 4



# Basic Architecture and Dataflow

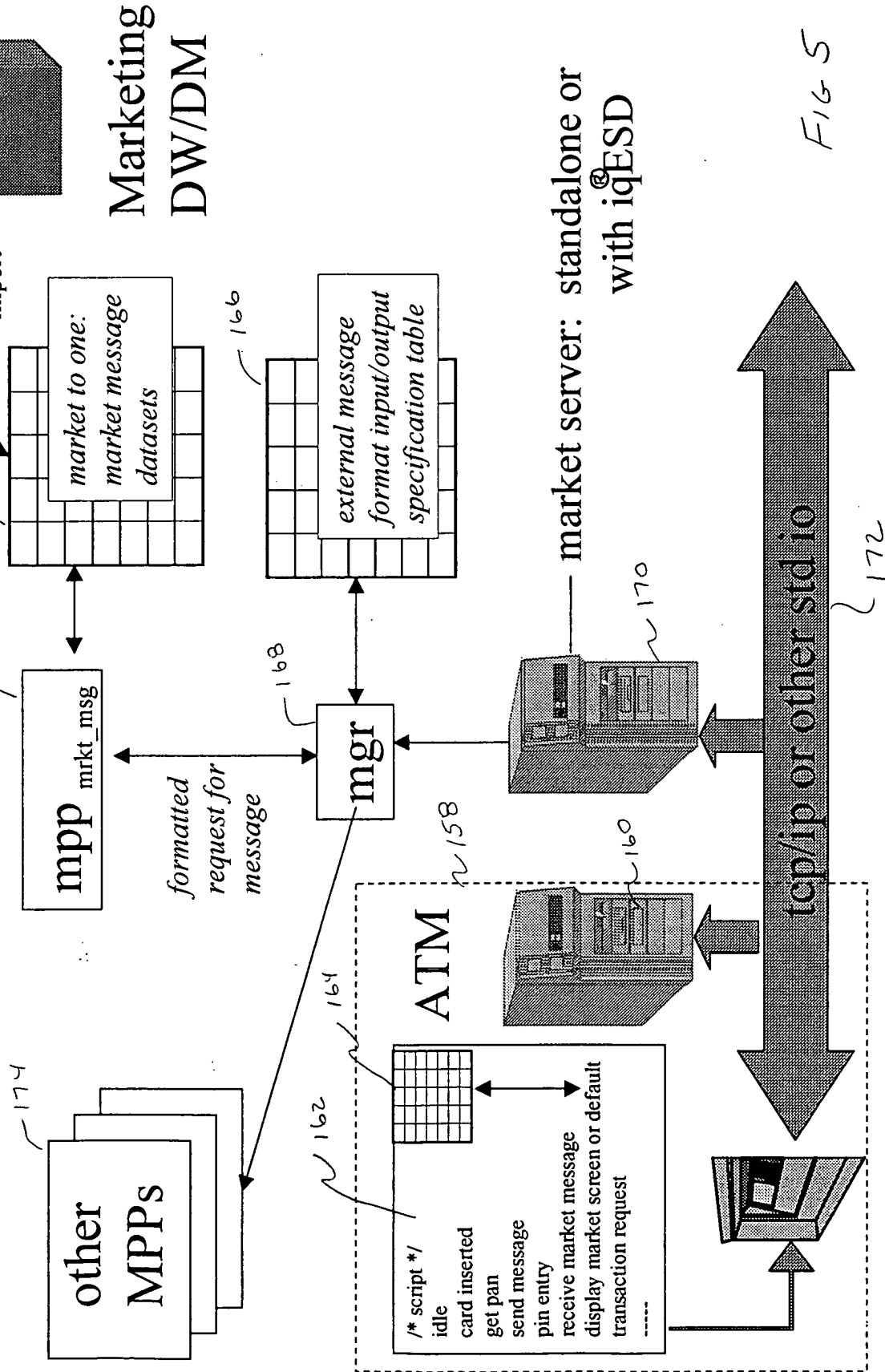
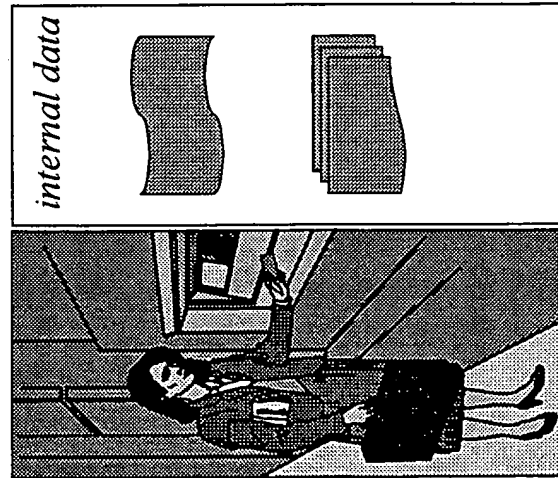


FIG 5

[illegible]

“artifacts”



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# Marketing Server

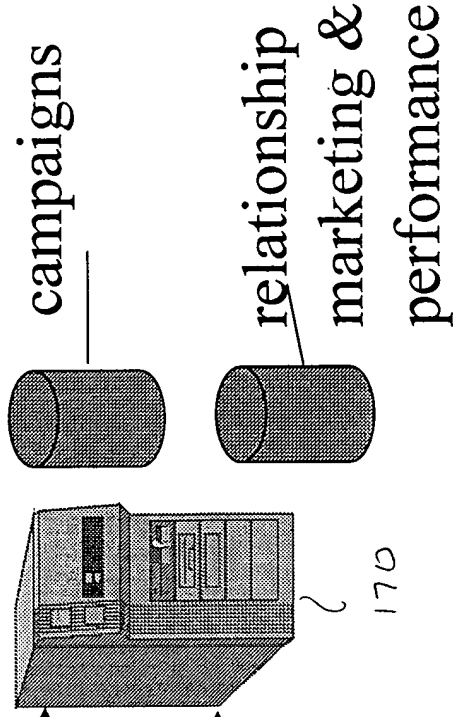
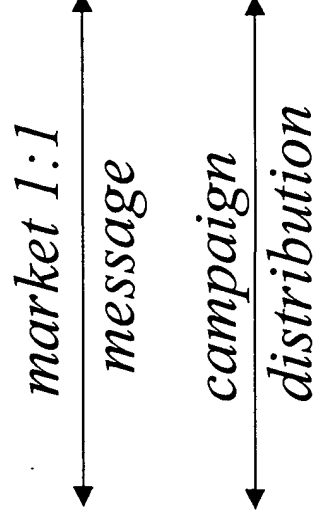
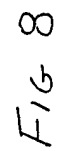


FIG 7

[illegible]

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CHECKING ACCOUNT CAMPAIGN

Visit #1	Visit #2	Visit #3	
<p>THANK YOU FOR SELECTING FOURTH FINANCIAL FOR YOUR ATM TRANSACTIONS</p>	<p>WELCOME BACK TO FOURTH FINANCIAL WE APPRECIATE YOUR ATM BUSINESS</p>	<p>WE NOTICE YOU USING FOURTH FINANCIAL ATMS FREQUENTLY</p> <p>WOULD YOU LIKE INFORMATION ON HOW YOU CAN REDUCE ATM FEES?</p>	<p>YES</p>
		<p>OPEN A FOURTH FINANCIAL CHECKING ACCOUNT. WE WILL REFUND ALL THE ATM FEES YOU PAID TO US IN THE LAST 30 DAYS.</p> <p>PLEASE ENTER YOUR PHONE NUMBER AND PRESS THE * KEY WHEN DONE</p>	<p>NO</p>
		<p>THANK YOU - WE WILL CALL YOU IN THE NEXT FEW DAYS TO OPEN YOUR ACCOUNT</p>	<p>PRINT COUPON (MAY INCLUDE INFORMATION ON POTENTIAL SAVINGS)</p>

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Checking Overdraft Campaign

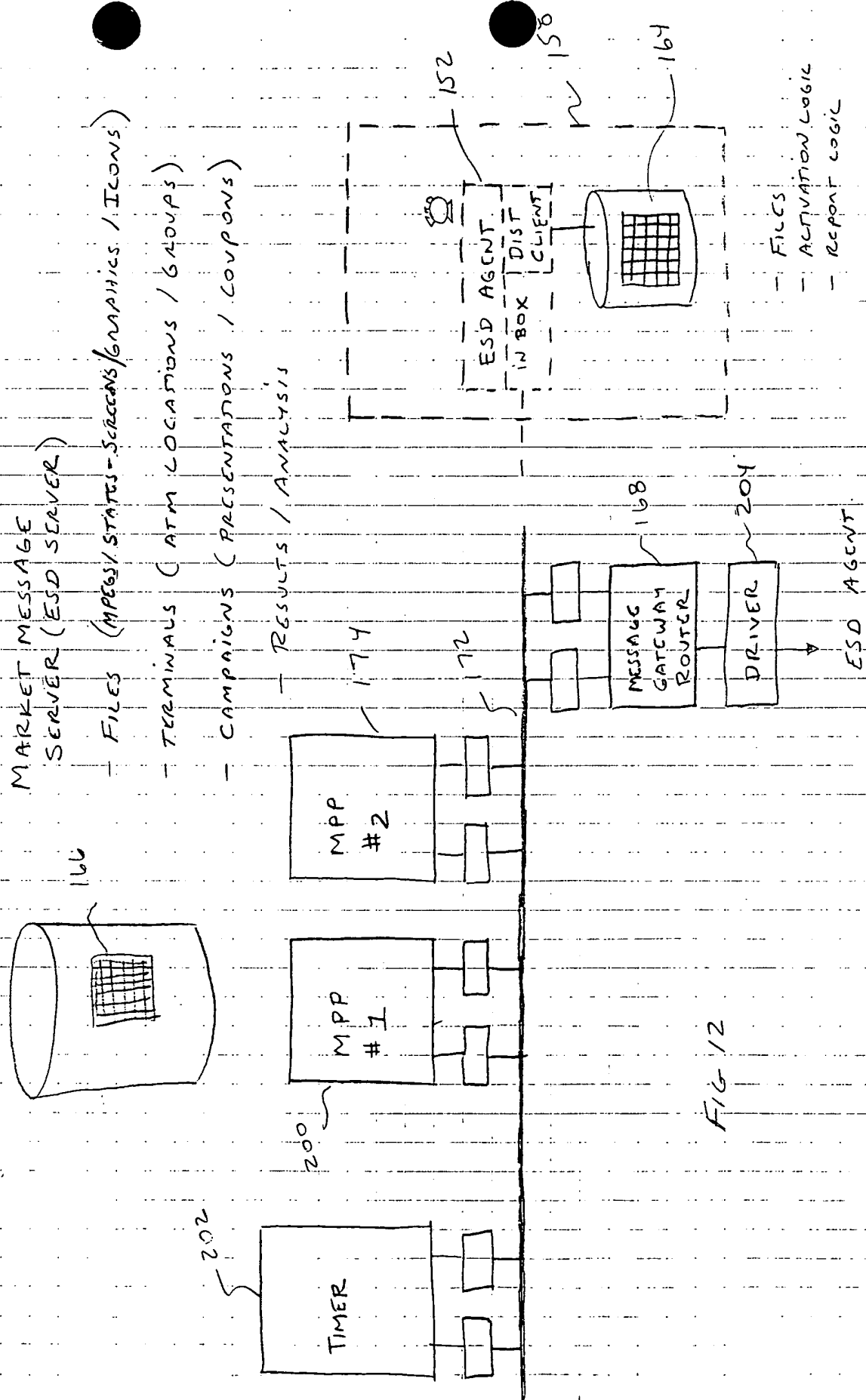
Visit 1	Visit 2		Visit 3
(6) Thanks (name) for selecting 4 <sup>th</sup> Financial for your checking business!	(8) (Name) You've been pre-approved for checking overdraft protection!  We will protect your account in the event of an overdrawn check. Would you like this protection activated?	<b>Y</b>	(9) Great! We'll mail your enrollment and information pack immediately. Thanks for your interest.  -Print coupon #3  (10) You are a valued customer so if you reconsider simply call
		<b>N</b>	(7) (name) Overdraft protection is still available. Call us if you change your mind at the number on the <sup>printed</sup> coupon (#3)

98

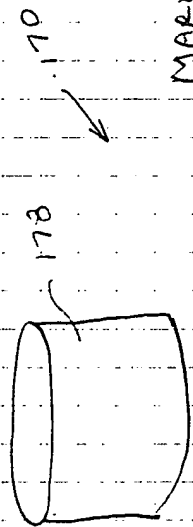
# Skip Payment Campaign

Visit 1	Visit 2		Visit 3
(11) Seasons Greetings from 4 <sup>th</sup> Financial! (Name). Thank you for your recent credit card payment. We appreciate your excellent payment history!	(13) Seasons Greetings! We have a great holiday program just for you! We want to help you with those post holiday bills! (Name). Would you like to know more?	Y	(14) We appreciate your excellent payment history and would like to waive all late fees and minimum payments for January 1999. <u>Print</u> coupon #1
		N	(15) Thank you for your excellent payment history. If there's anything we can do for you in the future, please call the 800-number listed on your receipt. <u>Print</u> coupon #1
			(18) (Name). You are now enrolled for the Holiday payment program. Enjoy your Holidays.
			(15) same

Fig 11







MARKET MESSAGE SERVER  
(1:1 SERVER)

- DETERMINE PROMOTION FROM PAW
- DOWNLOAD SCRIPT
- RECEIVE RESPONSES TO PROMPTS
- ANALYZE / EXACT RESULTS

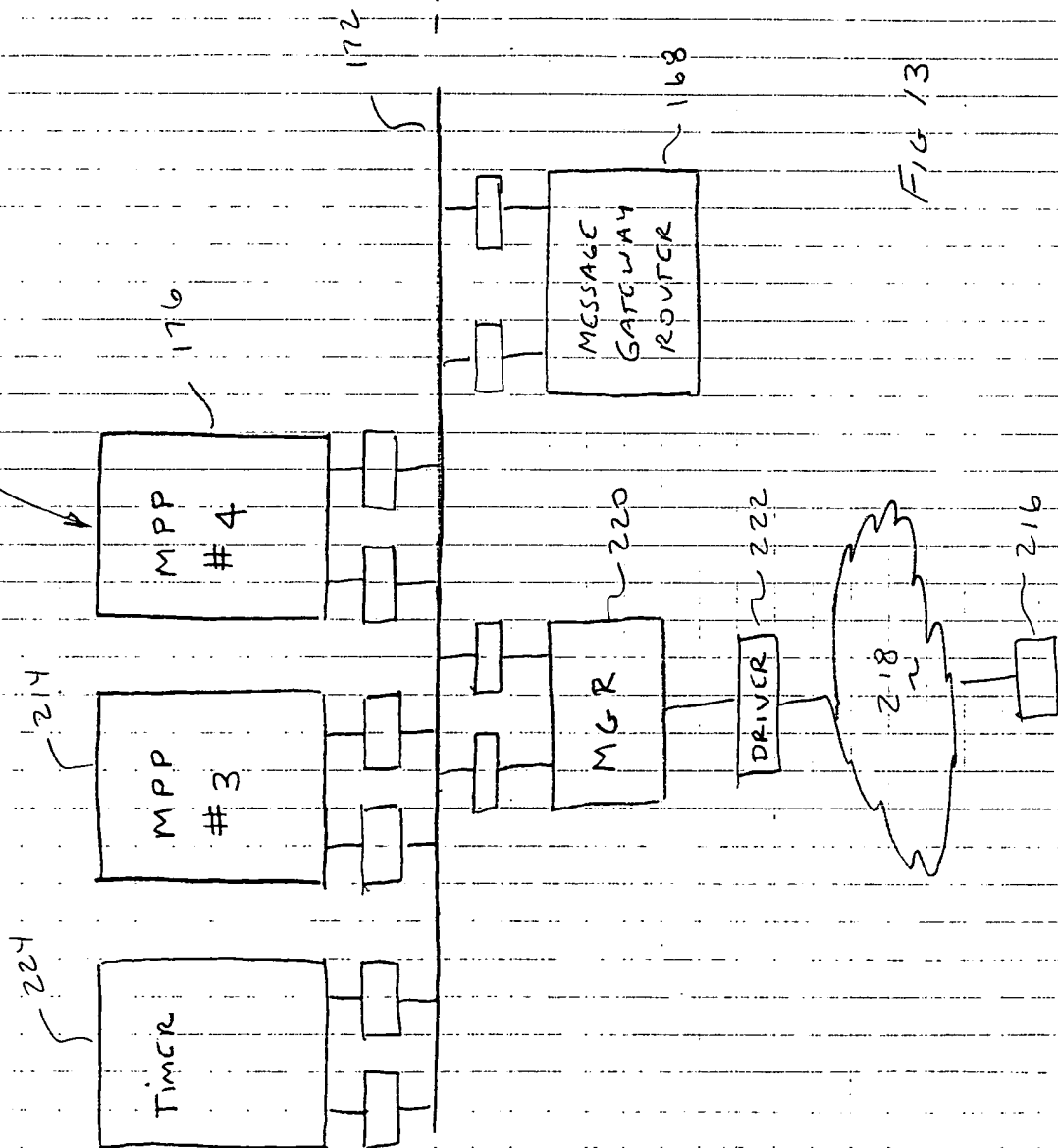
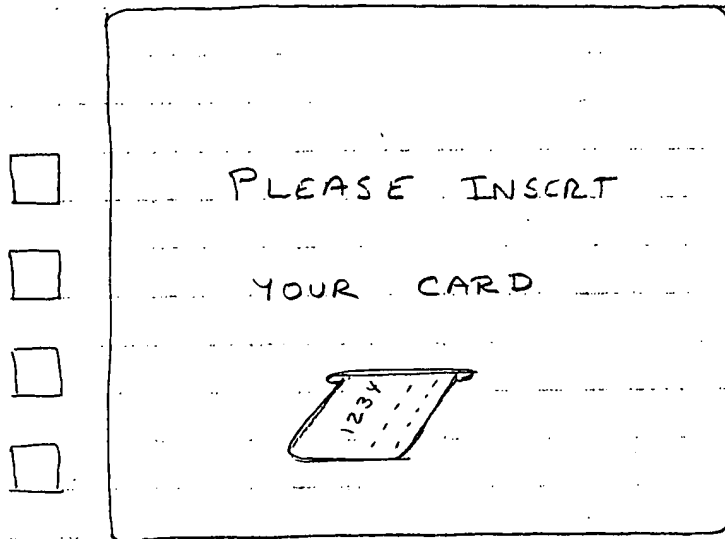
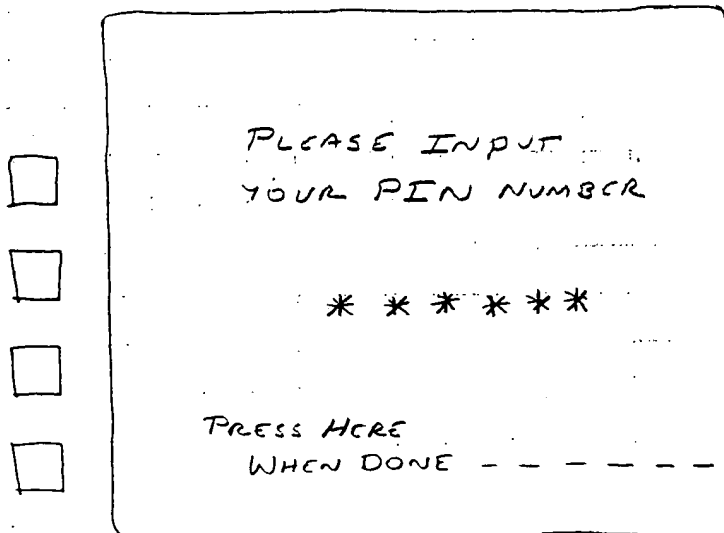


FIG 13



- CARD INSERTED
- PAN READ
- I:I AGENT  
SENDS PAN
- ESD AGENT  
ANALYZES BIN

FIG 14



- I:I AGENT  
RECEIVES MSG  
FROM MKT SUR
- PIN READ
- I:I AGENT  
SENSES PIN  
COMPLETE INPUT

FIG 15

PLEASE SELECT YOUR TRANSACTION

<input type="checkbox"/>		<input type="checkbox"/>
<input type="checkbox"/>	RECEIVE MONEY - - - -	<input type="checkbox"/>
<input type="checkbox"/>	DEPOSIT MONEY - - - -	<input type="checkbox"/>
<input type="checkbox"/>	BALANCE INQUIRY - - - -	<input type="checkbox"/>

230

- 1:1 AGENT

OPENS WINDOW  
OVERLYING NEXT  
USUAL TXN SCREEN  
OR LOCAL STATE / SCREEN  
FLOW EXECUTED

FIG 16

HELLO DON MCCOY

FOURTH FINANCIAL VALUES

YOUR BUSINESS. YOU

ARE PRE APPROVED FOR THE

NO FEE FF VISA CARD

ARE YOU INTERESTED? YES - - -

- - - NO

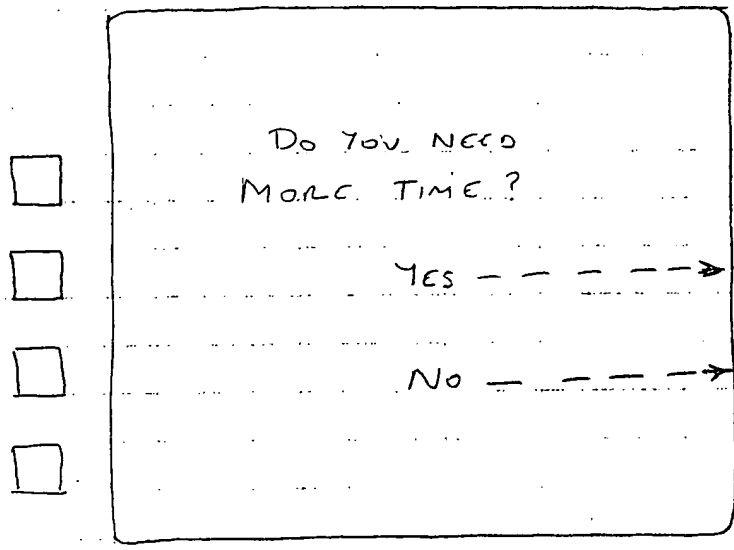
232

- 1:1 AGENT

RUNS / GENERATES  
PROMOTIONAL  
PROMPT MESSAGE

- IF NO RESPONSE  
AGENT WILL TIME  
OUT AND RETURN  
TO STANDARD  
TXN SCREEN

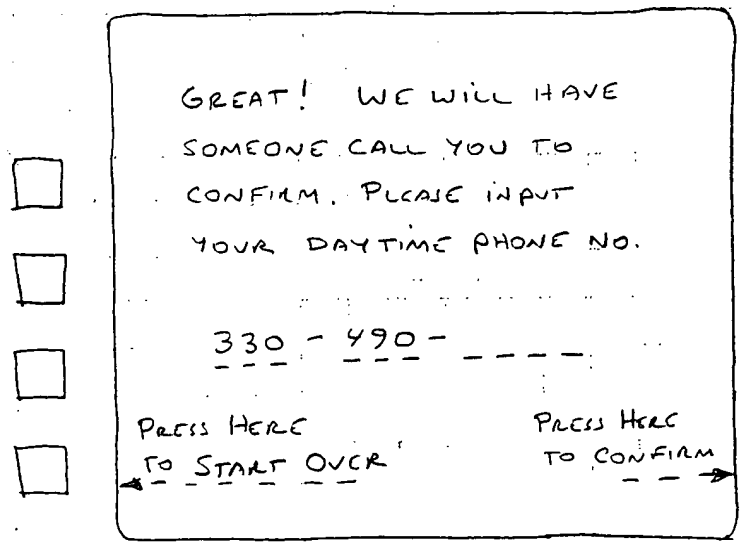
FIG 17



234

- TIME OUT SCREEN COMES UP IN BACKGROUND (NOT VISIBLE)
- I:1 AGENT SENSES TIME OUT SCREEN GENERATES "YES" SIGNAL
- AGENT WINDOWS CONTINUE IN FOREGROUND

FIG 18



236

- IF THE USER INDICATES ACCEPTANCE THE OFFER THE AGENT RUNS / GENERATES INPUT SCREEN
- IF NO INPUT AGENT TIMES OUT

FIG 19

238

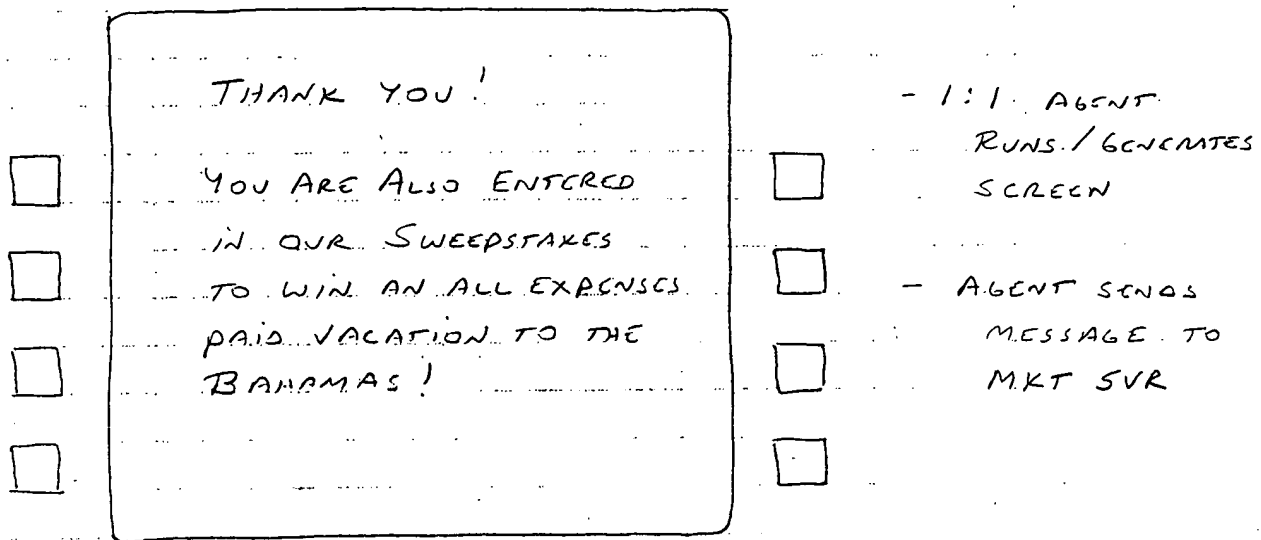


FIG 20

~ 240

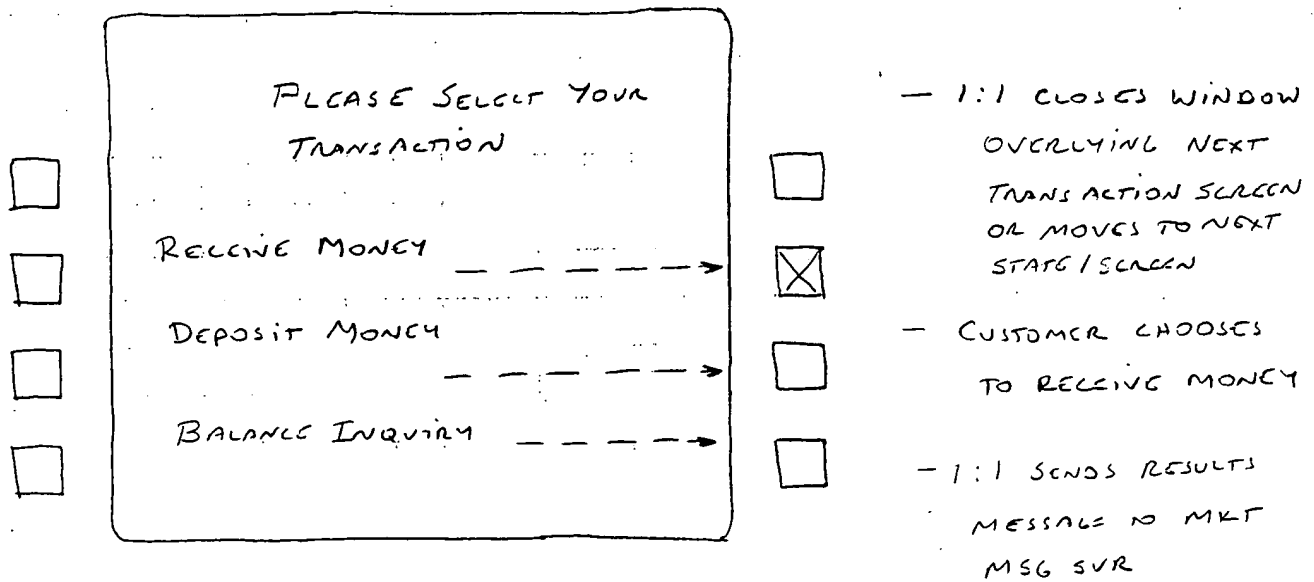


FIG 21

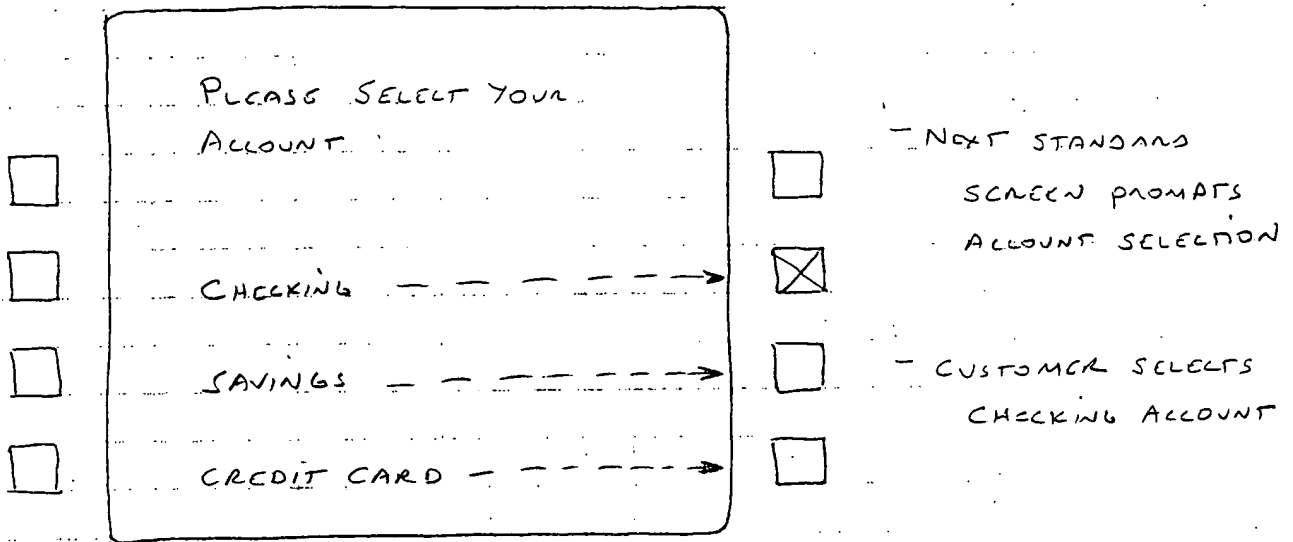


FIG 22

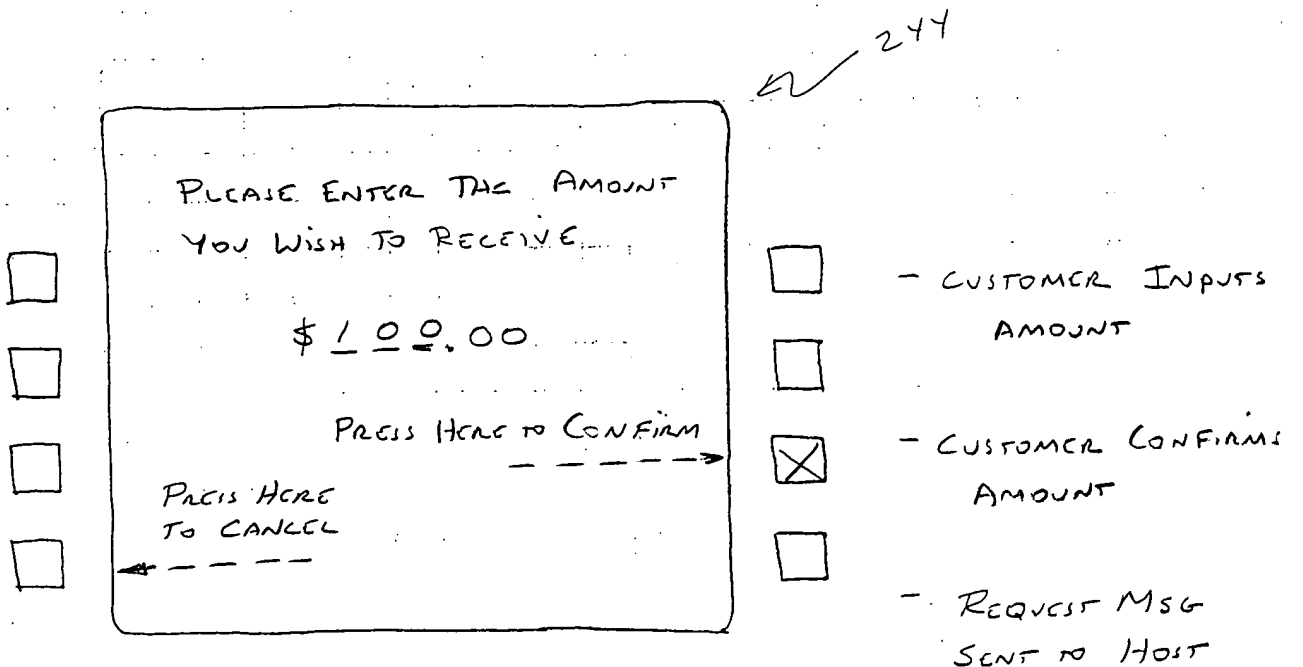
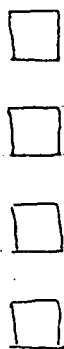
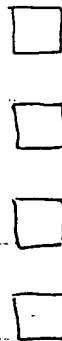


FIG 23

- ESD AGENT  
(AND/OR 1:1 AGENT)  
SENSES CONFIRMATION  
INPUT

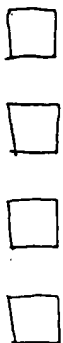


PLEASE WAIT  
YOUR TRANSACTION  
IS BEING PROCESSED



- NEXT TRANSACTION  
SCREEN IS GENERATED
- AGENT OPENS WINDOW  
OVERLAYING "WAIT"  
SCREEN OR  
LOCAL STATE / SCREEN  
LOGIC EXECUTED

FIG 24



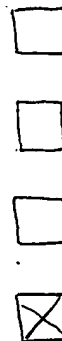
7up THE UNCOLA



GET A COUPON GOOD  
FOR ONE DOLLAR OFF  
YOUR NEXT PURCHASE  
OF A 2 LITER BOTTLE

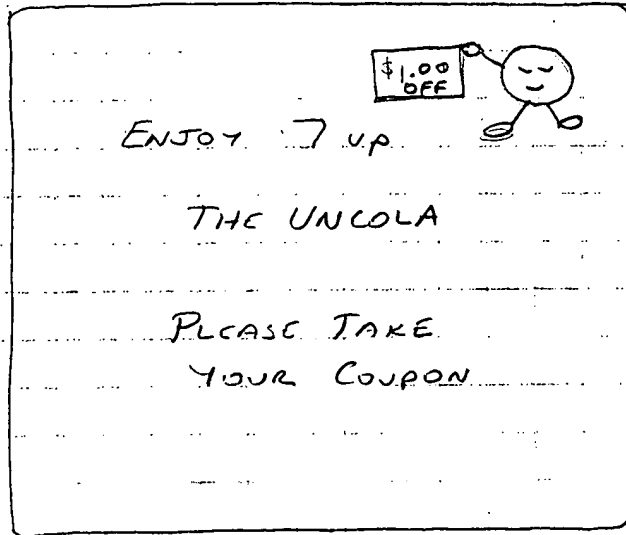
← NO  
THANKS

PRESS HERE  
FOR COUPON



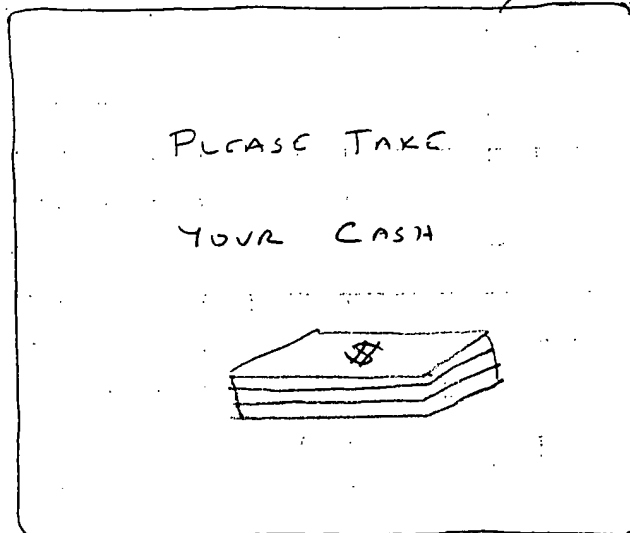
- ESD AGENT  
RUNS / GENERATES  
WINDOW OVERLAYING  
TRANSACTION WINDOW  
OR EXECUTE LOCAL STATE /  
SCREEN
- OFFER ACCEPTED  
COUPON PROGRAM  
OPERATES PRINTER  
TO PRINT COUPON  
AND DISPENSE
- RECORD MADE  
AND STORED BY  
ESD AGENT

FIG 25



- ESD AGENT
- RUNS / GENERATES SCREEN
- ESD AGENT WINDOW OVERLIES TRANSACTION WINDOW OR EXECUTES LOCAL STATE / SCREEN
- RESPONSE MSG RECEIVED FROM HOST CASH BEING DISPENSED

FIG 26



- ESD AGENT (ON 1:1 AGENT)
- CLOSES WINDOW OVERLYING NORMAL SCREEN OR LOCAL STATE / SCREEN LOGIC
- CUSTOMER TAKES CASH
- RECEIPT IS PRINTED

FIG 27



254

☐
☐
☐
☐

PLEASE TAKE  
YOUR RECEIPT

☐
☐
☐
☐

- ATM SCREEN PROMPTS CUSTOMER TO TAKE RECEIPT
- COMPLETION MSG SENT BY ATM TO HOST

FIG 28

256

☐
☐
☐
☒

WOULD YOU LIKE  
ANOTHER TRANSACTION?

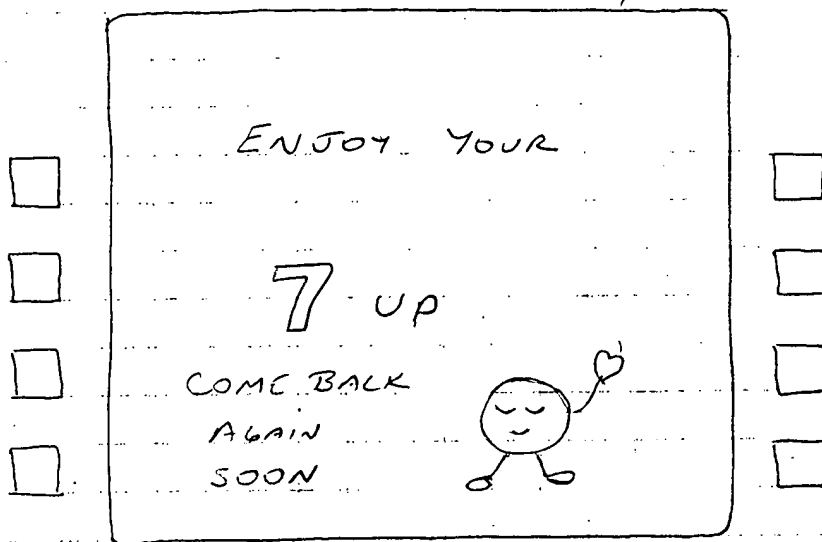
YES - - - - ->

- - - - -> NO

☐
☐
☐
☐

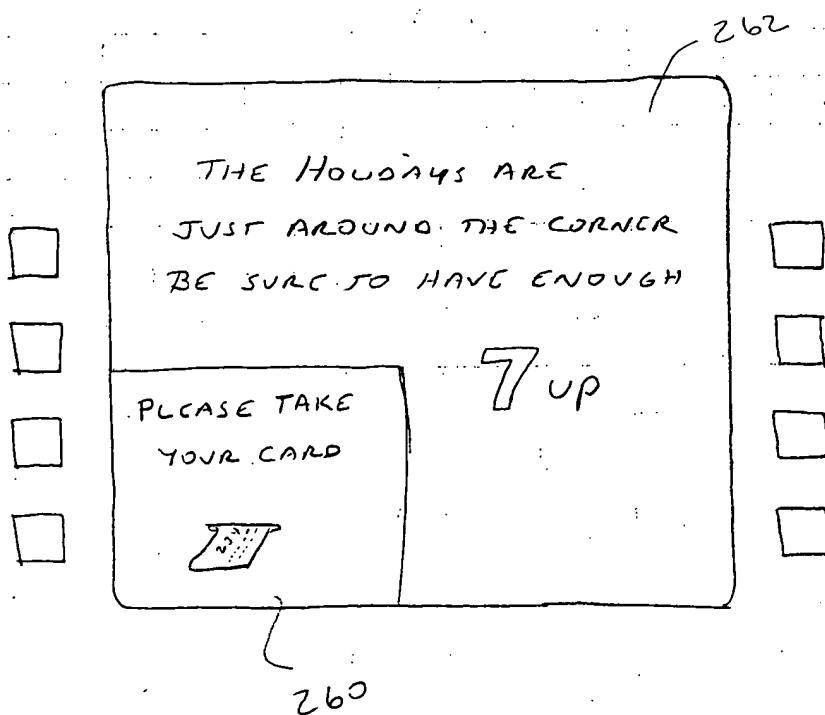
- ATM SCREEN PROMPTS CUSTOMER CONCERNING ANOTHER TRANSACTION
- CUSTOMER DECLINES
- ESD AGENT SENSES END TXN INPUT

FIG 29



- ESD AGENT  
(OR 1:1 AGENT)  
RUNS / GENERATES  
SCREEN IN WINDOW  
OVERLYING TXN  
SCREEN OR LOCAL  
STATE / SCREEN
- ADDITIONAL  
SCREENS OR  
WINDOWS  
CAN BE RUN  
IN ATTRACT  
MODE

FIG 30



- ESD AGENT  
OPENS WINDOW  
IN BACKGROUND  
WITH TXN SCREEN  
IN FOREGROUND
- CAN RUN  
MPEG'S  
ICONS  
GRAPHICS  
SCREENS

FIG 31

FIG. 32 is a flowchart illustrating the screen hierarchy of the iqESD system.

# Screen Hierarchy

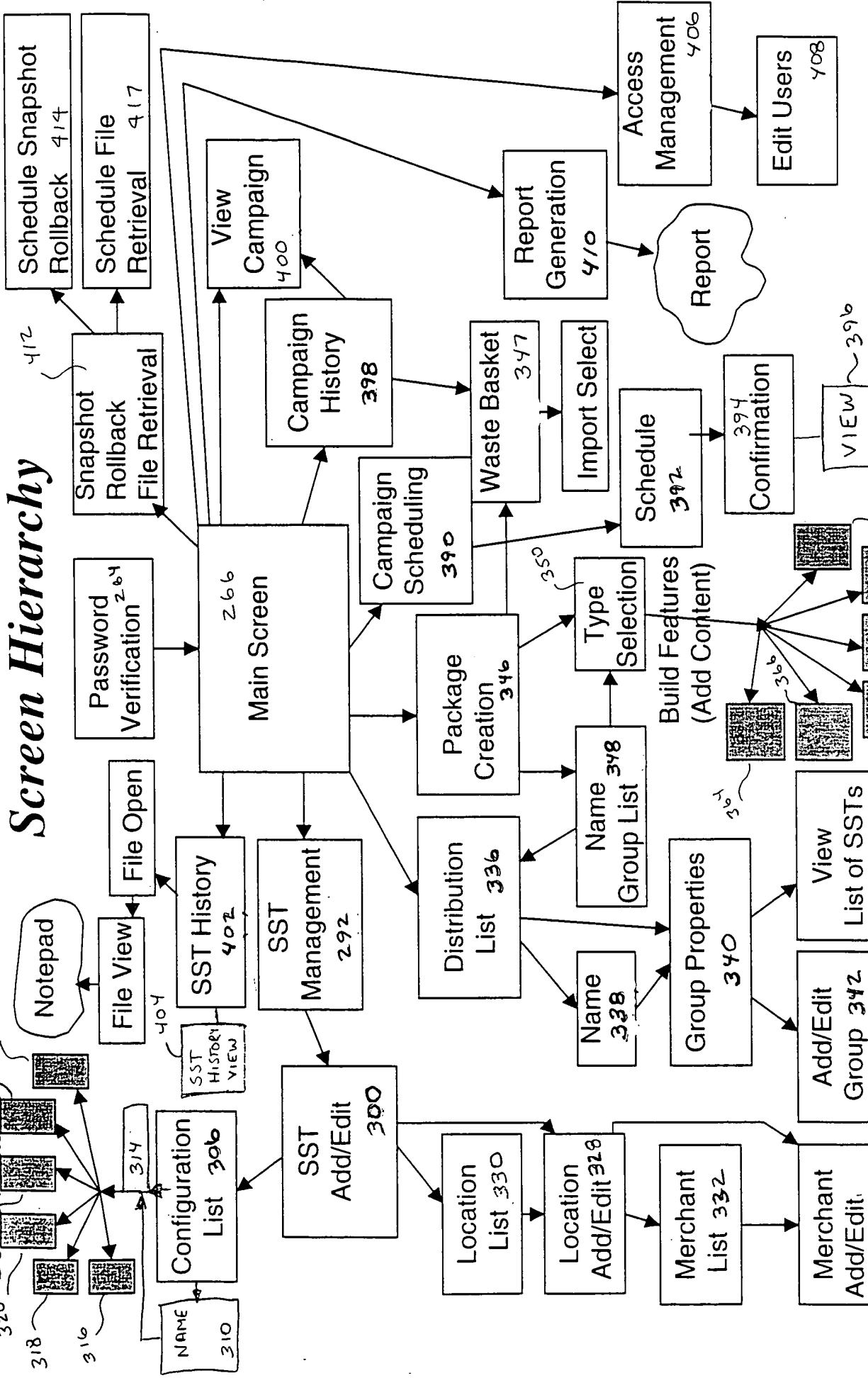
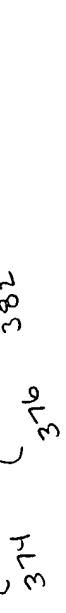


FIG 32

# iqESD Graphical Interface



Current Campaigns

Refresh List			Clear All	Set All
Save	New	Name	Status	Scheduled Del.
<input checked="" type="checkbox"/>		Movie Test Chan...	Delivery not Sche...	11/03/98 01:30 ...
<input checked="" type="checkbox"/>		new test11	Delivery not Sche...	11/03/98 01:13 ...
<input checked="" type="checkbox"/>		for the trash	Delivery Canceled	As Soon As Po...
<input checked="" type="checkbox"/>		key test	Delivery not Sche...	As Soon As Po...
<input checked="" type="checkbox"/>		55	Delivery not Sche...	As Soon As Po...
<input checked="" type="checkbox"/>		Retrieval 1998/11...	Delivery Scheduled	As Soon As Po...
<input checked="" type="checkbox"/>		Retrieval 1998/11...	Delivery Scheduled	As Soon As Po...
<input checked="" type="checkbox"/>		Test All	Delivery not Sche...	As Soon As Po...
<input checked="" type="checkbox"/>		Ralphs Campaign	Delivery Scheduled	11/23/98 06:15 ...

268

269

288

290

View

☒ Only my Campaigns

☐ All Campaigns

View Campaign...

Resend Campaign...

Exit

Help

Start

End

Diebold inESD

Microsoft Word .doc

8:17 AM

Marketing Tools

Distribution List...

Campaign Creation...

Campaign Scheduling...

Retrieval/Snapshot/Rollback...

Campaign History...

SST History...

Marketing Reports...

Administrative Tools

SST Management...

Access Management...

Main Screen.

Fig 33

[illegible]

336

338

**Distribution List Name Selection**

Name:

Description:

OK Cancel Help

FIG 35

**Distribution Group Properties** [X]

Group Name: SST in Lab

Include Selection

(111)

Add... Edit... Delete...

Exclude Selection

Add... Edit... Delete...

SST Count based upon selection criteria: 1 View Selected List...

Close... Help...

340

Fig 36

**Distribution Property Selection**

**Self Service Terminal (SST) Location**

☒ SST Location Used

Self Service Terminal (SST) ID:

Address:

City:

State:

Postal Code (ZIP Code):

Merchant Name:

**SST Features**

<input type="checkbox"/> Coupon Application - Rules	<input type="checkbox"/> Local Screen Loading
<input type="checkbox"/> Coupon Application - Selection from Screen	<input type="checkbox"/> Local State Loading
<input type="checkbox"/> Movie Player	<input type="checkbox"/> Screen Graphics Display

**SST Custom Keywords**

<input type="text" value="None"/>	<input type="text" value="None"/>
<input type="text" value="None"/>	<input type="text" value="None"/>

OK Cancel Help

342

Fig 37



Selected SSTs

Group Name:

Name	Terminal ID	Location	Merchant
	126	Wendy's	WENDY'S
	127	Wendy's	WENDY'S
	128	Wendy's	WENDY'S

Close Help

~344

Fig 38

Name	Description	Marketing Group	Current Status	Owner
campaign a		McDonald (53)	Delivery not Scheduled	ABBRUZZ
Campaign B		McDonald (53)	Delivery not Scheduled	ABBRUZZ
Coke		BP (4)	Delivery Canceled	KiddingRU
Coke		BP (4)	Delivery Canceled	KiddingRU
JBM Campaign	Movie for BP stations	JBM terminals (0)	Delivery not Scheduled	meekj
JBMII	This is my second ...	JBM terminals (0)	Delivery not Scheduled	meekj
jbm-sample2		BP (4)	Delivery not Scheduled	meekj
Judo	Judo	Ipon (1)	Delivery not Scheduled	hearde
name		BP (4)	Delivery not Scheduled	hearde
name		BP (4)	Delivery not Scheduled	hearde
name		BP (4)	Delivery not Scheduled	hearde
name11		BP (4)	Delivery not Scheduled	hearde
open		BP (4)	Delivery not Scheduled	hearde
sample package		BP (4)	Delivery not Scheduled	meekj
TCA1		Mall (3)	Delivery not Scheduled	ABBRUZZ
The Dog's Cam...	The Dog's Campaign	dog1 (1)	Delivery not Scheduled	KiddingRU
the dog's camp ...	the dog's campaign	The new dog (1)	Delivery not Scheduled	hearde
The new dog	The new dog	BP (4)	Delivery not Scheduled	hearde
The new dog's ...	The new dog's ca...	BP (4)	Delivery not Scheduled	hearde
this is the name	This is the name	BP (4)	Delivery not Scheduled	KiddingRU

Add...

Edit...

Sand to Wastebasket

Edit Wastebasket...

Close

Help

**Campaign Creation Selection**

1. Enter the name of this package in the following fields. This name should be descriptive as it will be used to identify the package.

Campaign Name to Create:

Description:

2. Select a Distribution List. This is the group of SSTs that will receive the package that is named above.

**Currently Defined Distribution Lists**

Name	Description	Number of SSTs in List
BP	SST in BP Gas Station	4
McDonald	SST in McDonald's	53
Mall	SST in Mall	3
SST in Lab	Lab Testing	1
SST in Lab 2	Lab Testing	1
sample	sample1	0
JBM terminals	These are my terminals	0
dog1	Just a dog	1
sdfgsdfg		1
new group		87
The dog	the dog	1
The new dog	The new dog	1
Ipon	Ipon	1

Create New Distribution List

OK Cancel Help

348

FIG 40

**Create Marketing Package** [X]

**Current Package**

Name: Campaign B

Description:

**Select Feature Type**

352 Rules-Based Coupons...	Selection of a Coupon Configuration file and printable coupon files to be sent to the Self Service Terminals for use with XApCoupon Plus.
354 Coupon Selection...	Selection of printable coupon files and associated screen graphics to be sent to the Self Service Terminal for use with the Coupon Selection State.
356 Graphics...	Selection of screen graphics to be sent to the Self Service Terminal. (GIF, PCX, DDU)
358 Video...	Selection of video files to be sent to the Self Service Terminal. (MPEGs, FLC, FLI)
360 Local State File...	Selection of a local state file to be sent to the Self Service Terminals for use with LSC.
362 Local Screen File...	Selection of a local screen file to be sent to the Self Service Terminals for use with LSC.

Close Help

350

FIG 41

**Rules Based Coupon Feature**

Package Name: Campaign B

Description:

Select Feature to Edit:

Name	Filename	Description	Original Path
Coupon Application		Coupon App version 1.2	

364

FIG 42

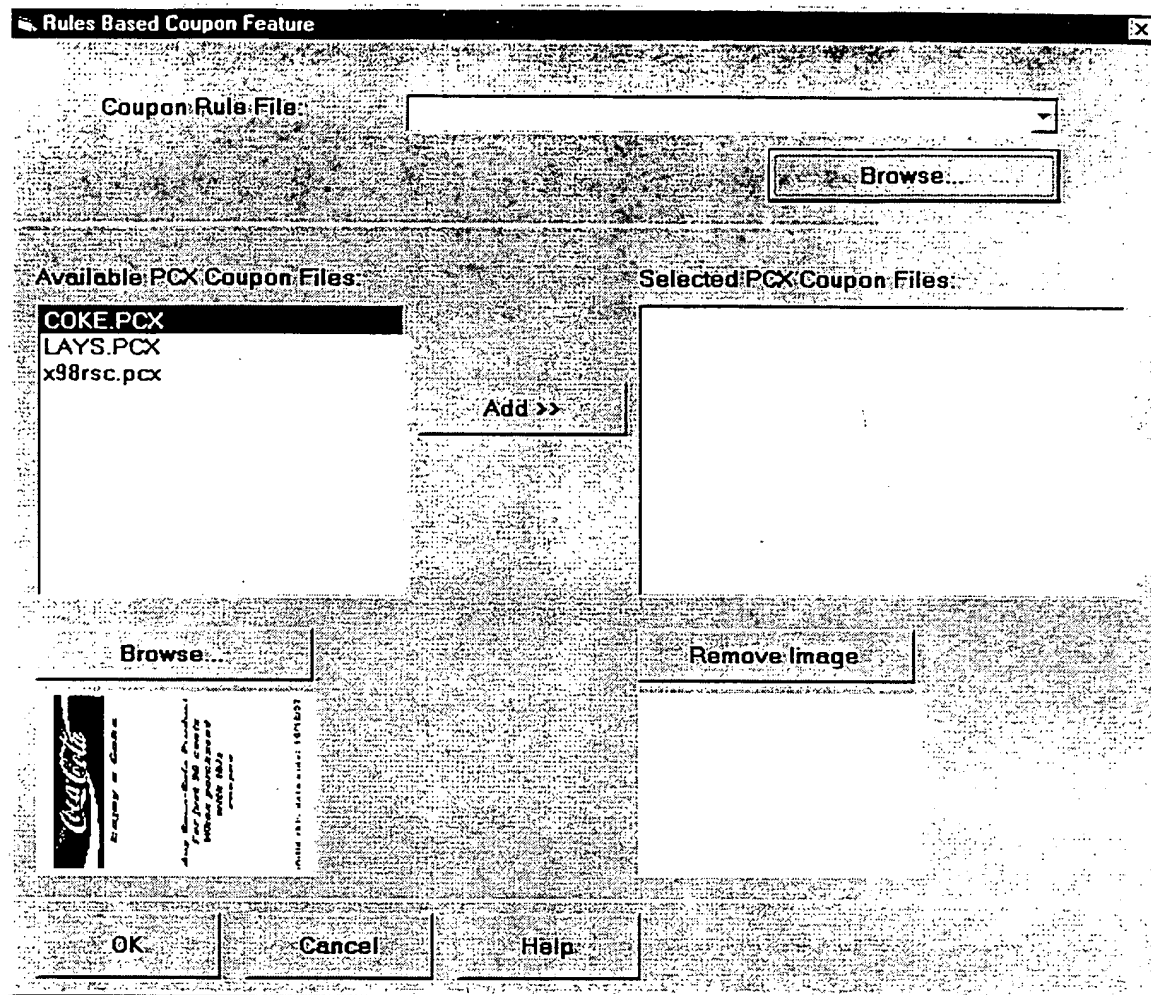


FIG 43

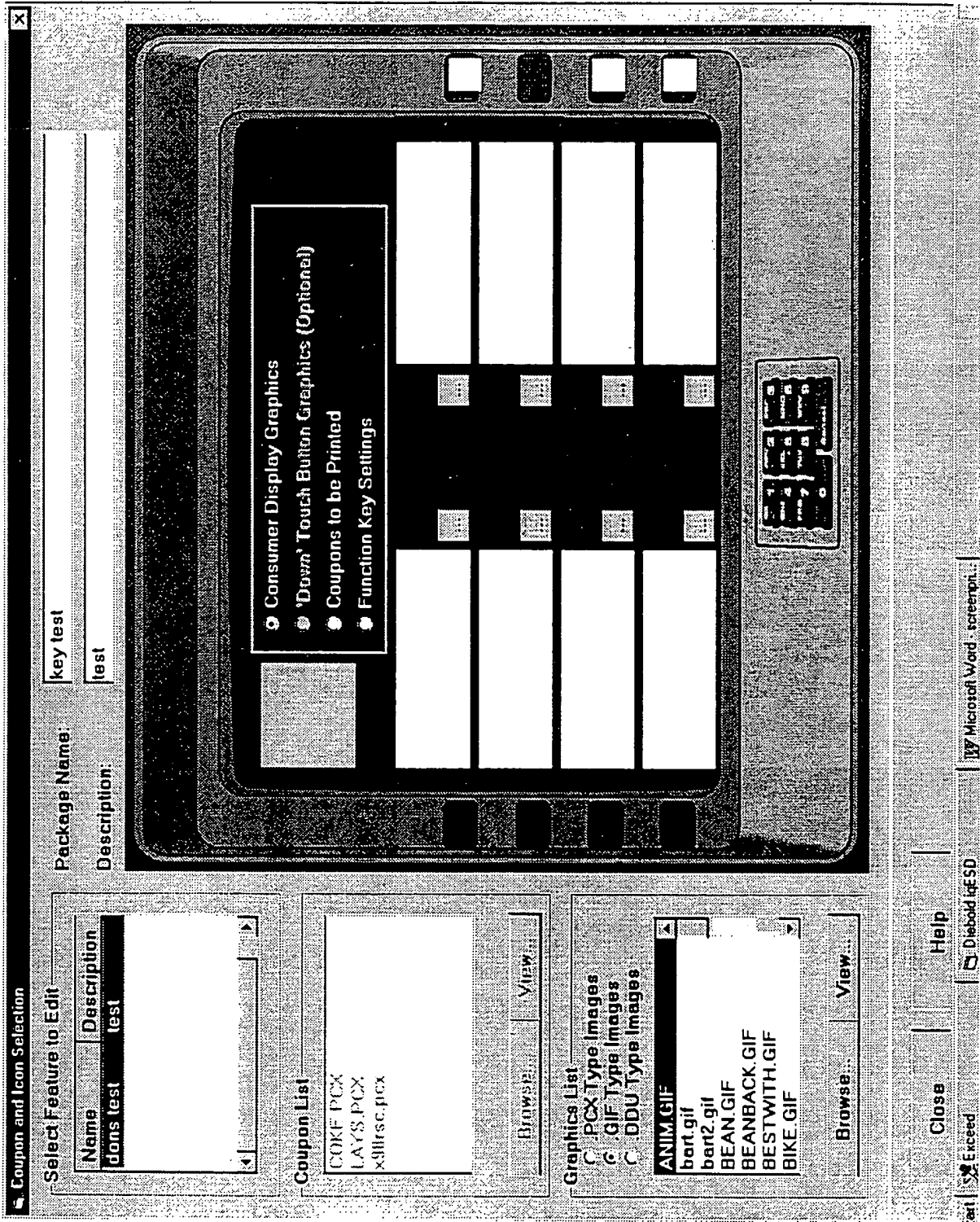


Fig 44

~ 368







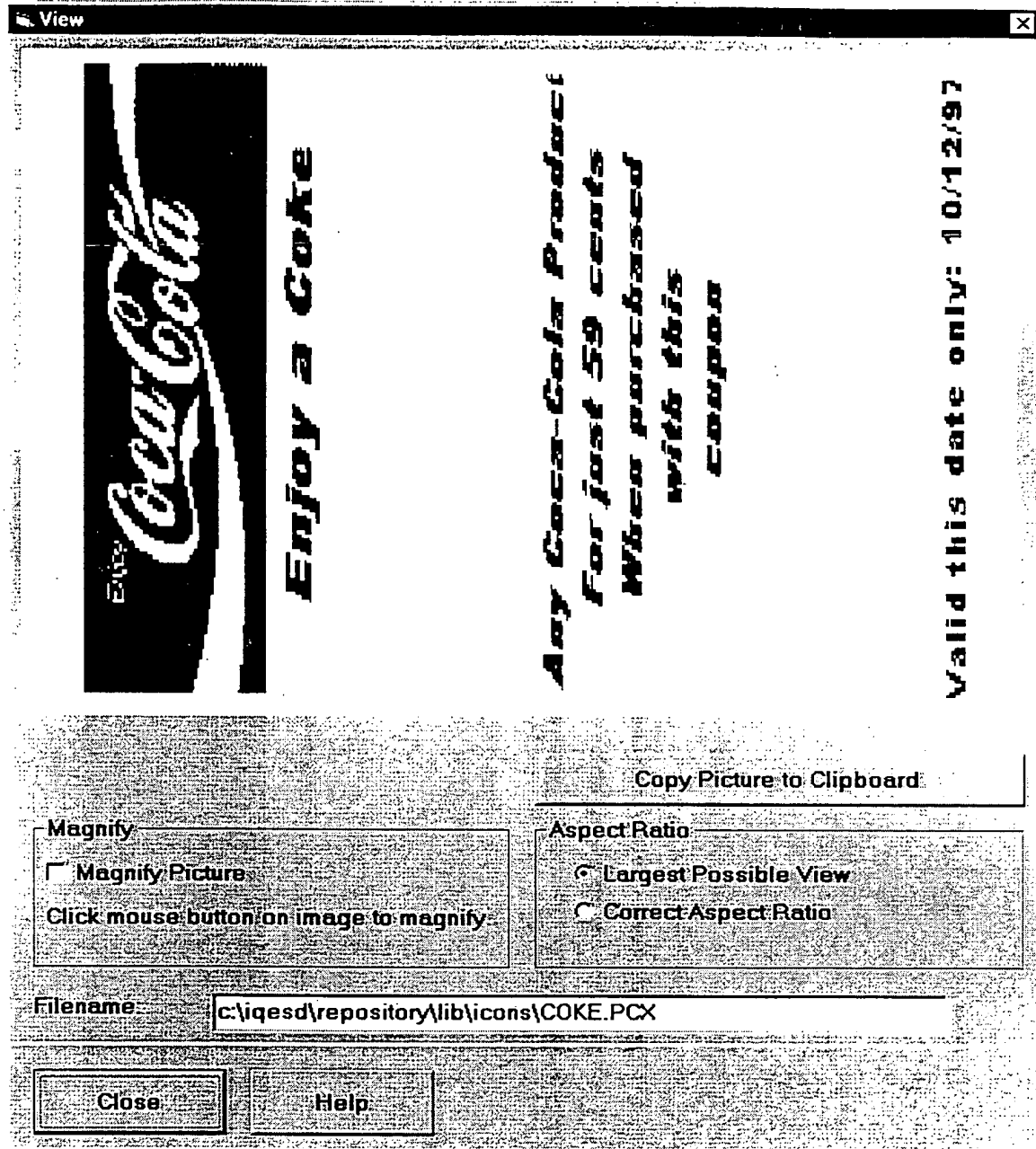
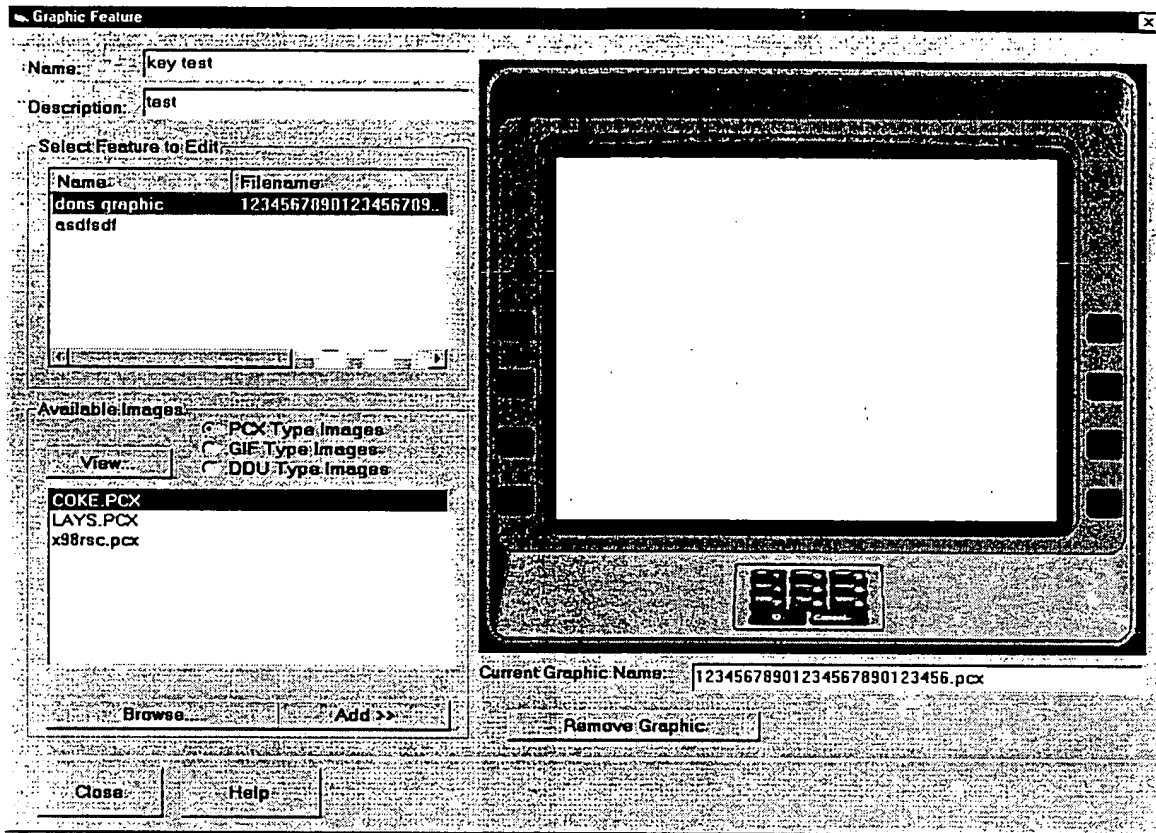
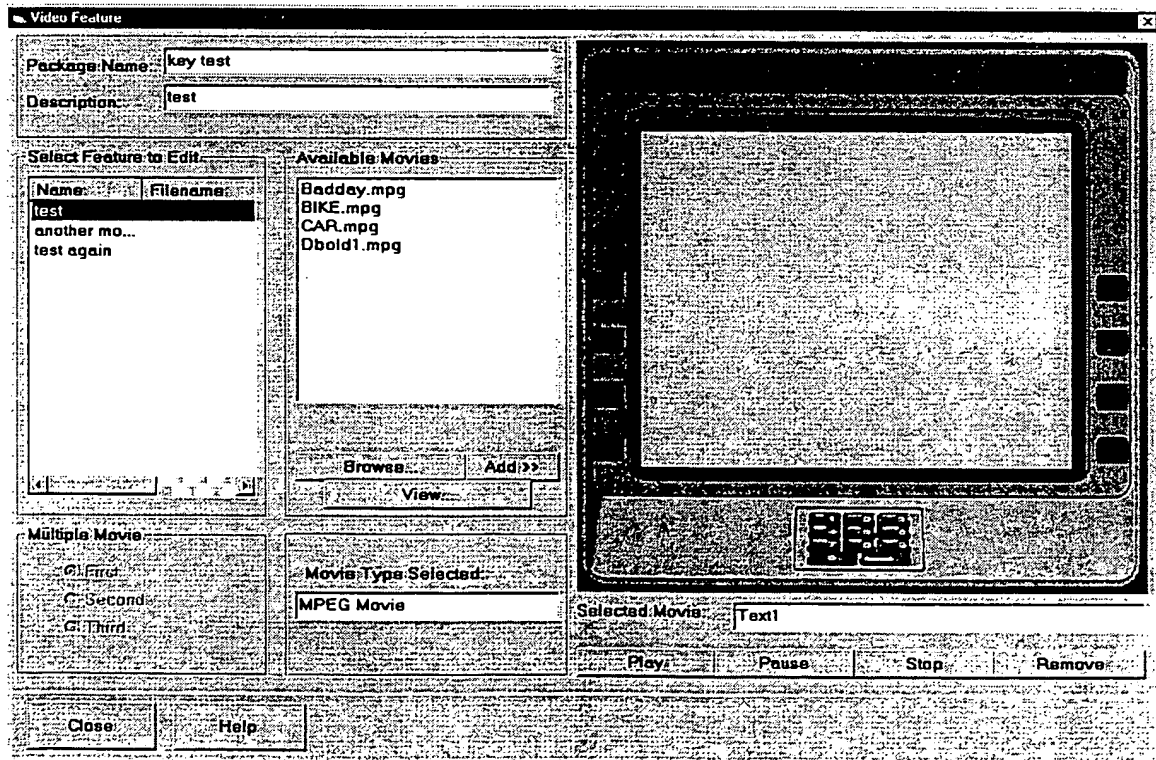


Fig 46



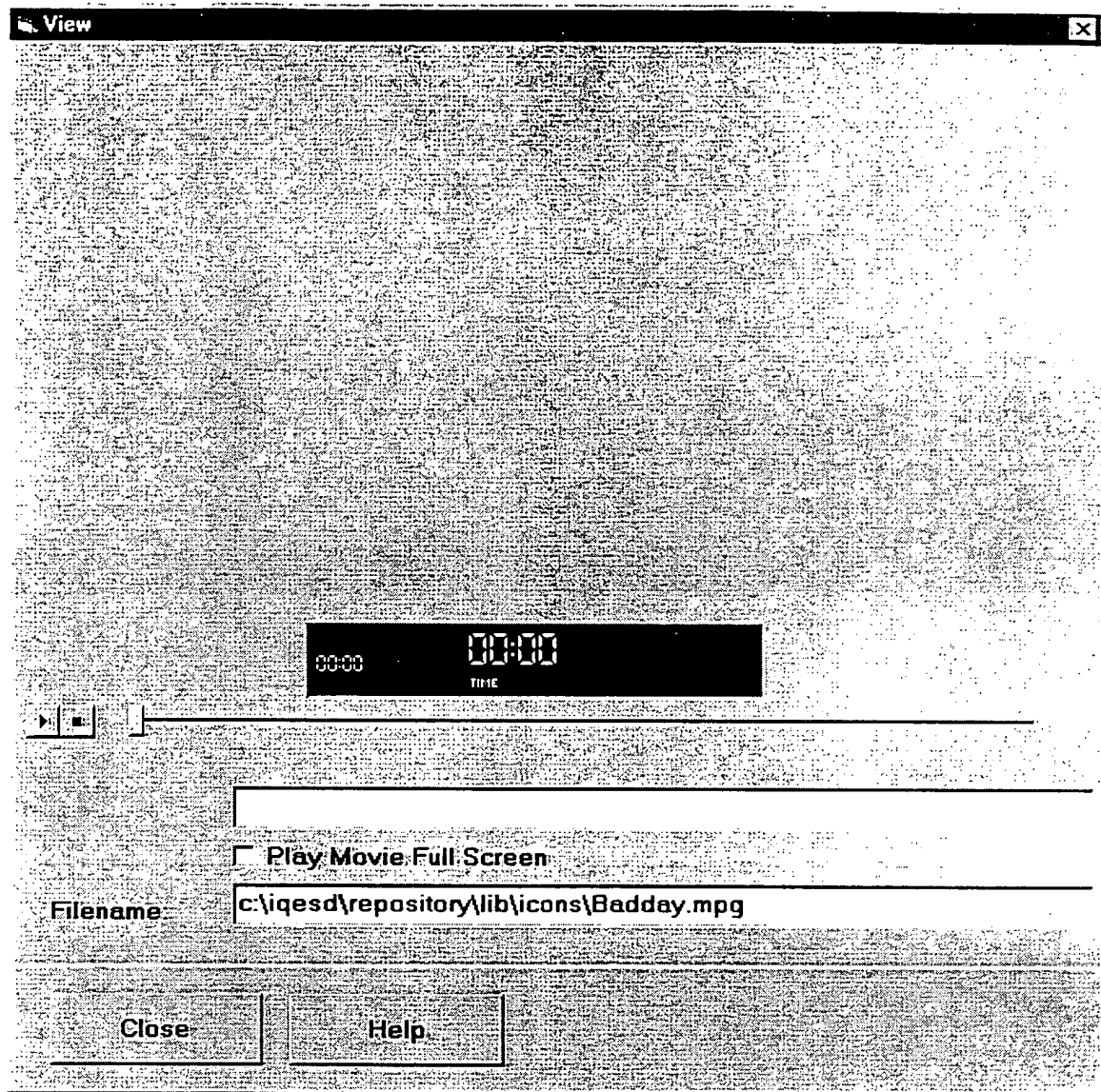
374

FIG 47



376

FIG 48



330

Fig 49

**State File Feature**

Package Name:

Description:

Select Feature to Edit:

Name	Filename	Description	Original Path
Check Processing		States for check deposits	

382

FIG 50

**State File Feature**

State File:

384

FIG 51

**Screen File Feature**

Package Name:

Description:

Select Feature to Edit:

Name	Filename	Description	Original Path
Check Processing		Screens for check deposits	

386

F16 52

**Screen File Feature**

Screen File:

388

F16 53

Wastebasket

Name	Type	Description	User Name
JBM sample package	Campaign	zzzmy sample p...	meekj
name	Campaign		hearde
Trisha's Campaign	Campaign	sample	ABBRUZZT
Training Campaign	Campaign		ABBRUZZT
JBM2 sample package 2	Campaign	This is my 2nd s...	meekj
Coke	Campaign		KiddingRU
Coke	Campaign		KiddingRU
Snapshot 1998/10/13 14:48...	Snapshot	My Snapshot JBM	meekj
Rollback 1998/10/13 15:02...	Retrieval	File Retrieval- m...	meekj

Return Package to List

Export

Import

Close

Help

347

FIG 54

Campaign Management

Current Campaigns:

Name	Description	Current Status
Campaign A		Delivery not Scheduled
Campaign B		Delivery not Scheduled
Coke		Delivery not Scheduled
Coupon Selection State		Delivery Canceled
JBM Campaign	Movie for BP stations	Delivery not Scheduled
JBMII	This is my second sample pkg	Delivery not Scheduled
jbmssample2		Delivery not Scheduled
Judo	Judo	Delivery not Scheduled
name		Delivery not Scheduled
name		Delivery not Scheduled
name		Delivery not Scheduled
name11		Delivery not Scheduled
open		Delivery not Scheduled
Retrieval 1998/10/19 16:15:11	DonTest1111	Delivery Canceled
Retrieval 1998/10/19 18:04:41	File Retrieval	Delivery Canceled
Rollback 1998/10/13 14:58:28	Rollback	Delivery Canceled
Rollback 1998/10/13 15:19:59	File Retrieval	Delivery Canceled
Rollback 1998/10/15 14:38:43	File Retrieval	Delivery Canceled

View

☐ Show all campaigns
 ☐ Show only scheduled campaigns
 ☒ Show only unscheduled campaigns

Schedule Campaign...

Cancel Campaign Delivery

Close

Help

390

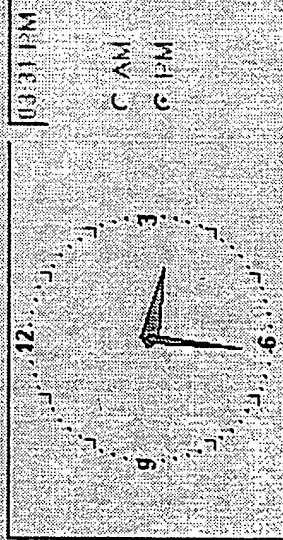
Fig 55



# Campaign Schedule

## Delivery Time

- ☒ Deliver As Soon As Possible
- ☐ Specify Time to Deliver



## Set to Today

November 1998

November 1998

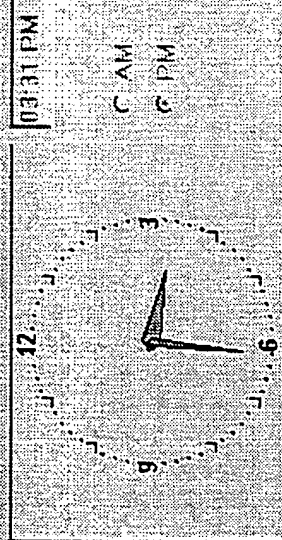
Sun	Mon	Tue	Wed	Thu	Fri	Sat
25	26	27	28	29	30	31
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	1	2	3	4	5

## Activation Time

- ☒ Activate As Soon As Possible
- ☐ Specify Time to Activate

## Time

- ☒ Local time of Self Service Terminal (SST)
- ☐ Time of Server



## Set to Today

November 1998

November 1998

Sun	Mon	Tue	Wed	Thu	Fri	Sat
25	26	27	28	29	30	31
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	1	2	3	4	5

Schedule Package Now

Cancel

Help



**Schedule Confirmation** [X]

What package is being delivered:

Package Name: campaign a -

Where the package is going:

Number of SSTs in list: 53

SST Group Name: McDonald - SST in McDonald's

View SST List

Current Time and Date: 11/11/98 3:31:33 PM

When the package is going to be delivered:

Delivery Date and Time: As Soon As Possible

Delivery will occur in: Based upon server activities

Activation Date and Time: As Soon As Possible

Activation will occur in: Based upon server activities

Confirmation OK Cancel Help

~ 394

Fig 57

Selected SSTs

Group Name: McDonald - SST in Mcdonald's

Name	Terminal ID	Location	Merchant
	229	McDonald's	MCDONALD'S
	230	McDonald's	MCDONALD'S
	231	McDonald's	MCDONALD'S
	232	McDonald's	MCDONALD'S
	233	McDonald's	MCDONALD'S
	234	McDonald's	MCDONALD'S
	235	McDonald's	MCDONALD'S
	236	McDonald's	MCDONALD'S
	237	McDonald's	MCDONALD'S
	238	McDonald's	MCDONALD'S
	239	McDonald's	MCDONALD'S
	240	McDonald's	MCDONALD'S
	241	McDonald's	MCDONALD'S
	242	McDonald's	MCDONALD'S
	243	McDonald's	MCDONALD'S
	244	McDonald's	MCDONALD'S
	245	McDonald's	MCDONALD'S
	246	McDonald's	MCDONALD'S
	247	McDonald's	MCDONALD'S
	248	McDonald's	MCDONALD'S
	249	McDonald's	MCDONALD'S
	250	McDonald's	MCDONALD'S
	251	McDonald's	MCDONALD'S
	121	McDonald's	MCDONALD'S

Close Help

396

Fig 58

Retrieval/Snapshot/Rollback

Name	Scheduled Delivery	Description	Distribution List	Status
Retrieval 1998/11/04 ...	As Soon As Poss...	File Retrieval	new dist list	Delivery Schedule
Retrieval 1998/11/04 ...	As Soon As Poss...	File Retrieval	Dons Test	Delivery Schedule
Retrieval 1998/11/04 ...	As Soon As Poss...	File Retrieval	new dist list	Delivery Schedule
Rollback 1998/11/04 0...	11/01/98 12:00 AM	Rollback	Dons Test	Delivery Schedule
Snapshot 1998/11/04 ...	11/01/98 12:00 AM	Snapshot	movieChannel...	Delivery Schedule

Add

File Retrieval

Snapshot

Rollback

Edit

Edit

View

Cancel Delivery

Wastebasket

Send to Wastebasket

Edit Wastebasket

Close

Help

~ 412

Fig 59

**Schedule Time - Define Snapshot**

Distribution List

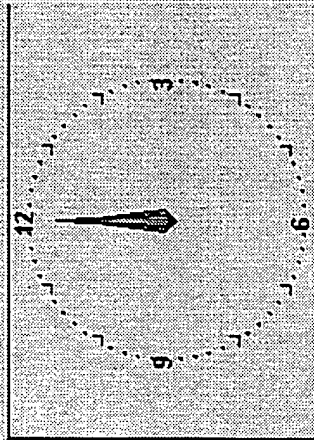
Name	Description	SSTs in List
BP	SST in BP Gas Station	4
dog1	Just a dog	1
Ipon	Ipon	1
JBM terminals	These are my terminals	0
Mall	SST in Mall	3
McDonald	SST in McDonald's	53
new group		87
sample	sample1	0

Create New Distribution List...

Delivery Time

☒ Deliver As Soon As Possible

☐ Specify Time to Deliver



12:00 Midnight

AM

PM

Set to Today

November 1998

November

1998

Sun	Mon	Tue	Wed	Thu	Fri	Sat
25	26	27	28	29	30	31
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	1	2	3	4	5

Description:

Snapshot

Schedule

Cancel

Help

~414

Fig 60

Create New Distribution List

Name	Description	SSTs in List
BP	SST in BP Gas Station	4
dog1	Just a dog	1
Ipon	Ipon	1
JBM terminals	These are my terminals	0
Mall	SST in Mall	3
McDonald	SST in McDonald's	53
new group		87
sample	sample1	0

Delivery Time

☒ Deliver As Soon As Possible  
☐ Specify Time to Deliver

Set to Today

November 1998

Sun	Mon	Tue	Wed	Thu	Fri	Sat
25	26	27	28	29	30	31
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	1	2	3	4	5

12.00 Midnight

9 AM  
3 PM

Description:

Rollback

Schedule Cancel Help

4/6

Fig 61

File Retrieval

Distribution List

Create New Distribution List...

Name

Description

SSTs in List

BP

SST in BP Gas Station

4

dog1

Just a dog

1

Ipon

Ipon

1

JBM terminals

These are my terminals

0

Mall

SST in Mall

3

McDonald

SST in McDonald's

53

new group

87

sample

sample1

0

sdgsgdfg

1

SST in Lab

Lab Testing

1

SST in Lab 2

Lab Testing

1

The dog

the dog

1

Retrieval Type

☐ Agent Activation Log  
☐ Agent Activity Log  
☐ Coupon Rule Counter  
☐ Coupon Select Counter  
☐ Dial-up Activity Log  
☐ EDC Files  
☐ MPEG Metrics

Delivery Time

☒ Deliver As Soon As Possible  
☐ Specify Time to Deliver

12:00 Midnight

6 AM

6 PM

November 1998

Sun

Mon

Tue

Wed

Thu

Fri

Sat

25

26

27

28

29

30

31

2

3

4

5

6

7

8

9

10

11

12

13

14

15

16

17

18

19

20

21

22

23

24

25

26

27

28

29

30

31

1

2

3

Set to Today

November

1998

Schedule

Cancel

Help

Microsoft Word - screenshot...

FreeCell Game H24767

Diebold iqESD

Description: File Retrieval

Name	Status	Scheduled Delivery	Last Delivery	Scheduled Activation	User Name
asdf	Delivery Sch...	As Soon As Possible	Not Delivered	As Soon As Possible	meekj
campaign a	Delivery Sch...	As Soon As Possible	Not Delivered	As Soon As Possible	meekj
Campaign B	Delivery not S...	As Soon As Possible	Not Delivered	As Soon As Possible	ABBRUZ
Coke	Delivery not S...	As Soon As Possible	Not Delivered	As Soon As Possible	KiddingR
Coke	Delivery Sch...	10/25/98 01:56 PM	Not Delivered	10/23/98 01:56 PM	KiddingR
Coupon Select...	Delivery Canc...	09/17/98 04:28 PM	Not Delivered	09/27/98 04:28 PM	KiddingR
Fred	Delivery Succ...	09/18/98 12:04 PM	09/21/98 03:04 PM	09/30/98 12:16 PM	meekj
jbm	Delivery Canc...	10/31/98 09:18 AM	Not Delivered	10/31/98 09:18 AM	meekj
jbm	Delivery Sch...	10/30/98 03:00 AM	09/21/98 06:04 PM	10/30/98 12:15 AM	meekj
JBM Campaign	Delivery not S...	09/18/98 12:04 PM	Not Delivered	09/30/98 12:16 PM	meekj
JBMII	Delivery not S...	10/17/98 12:00 AM	Not Delivered	10/24/98 12:00 AM	meekj
jbm sample2	Delivery not S...	10/30/98 02:00 AM	Not Delivered	11/01/98 12:00 AM	meekj
Judo	Delivery not S...	As Soon As Possible	Not Delivered	As Soon As Possible	hearde
name	Delivery not S...	Not Scheduled	Not Delivered	Not Scheduled	hearde
name	Delivery not S...	Not Scheduled	Not Delivered	Not Scheduled	hearde
name	Delivery not S...	Not Scheduled	Not Delivered	Not Scheduled	hearde
name11	Delivery not S...	Not Scheduled	Not Delivered	Not Scheduled	hearde
open	Delivery not S...	As Soon As Possible	Not Delivered	10/06/98 12:00 AM	hearde
Retrieval 1998/...	Delivery Canc...	11/01/98 06:24 AM	Not Delivered	As Soon As Possible	KiddingR
Retrieval 1998/...	Delivery Canc...	11/01/98 08:30 PM	Not Delivered	As Soon As Possible	KiddingR
Retrieval 1998/...	Delivery Sch...	As Soon As Possible	Not Delivered	As Soon As Possible	ABBRUZ
Retrieve Counter	Delivery Sch...	09/27/98 04:28 PM	Not Delivered	10/07/98 04:28 PM	KiddingR

Cancel Campaign Delivery

View

Send to Wastebasket

Resend Failed

Refresh List

Edit Wastebasket

Close

Help

~ 398

Fig 63



View History

Package: 55 - 55

Package Type: Campaign, Campaign Package

Schedule

Delivery

Scheduled Delivery: As Soon As Possible

Activation

Scheduled Activation: As Soon As Possible

Status

Delivery not Scheduled

Distribution

Delivery Not Scheduled

2 - jbm two

Package Identification

ID: \_\_\_\_\_

Name: \_\_\_\_\_

Description: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Package Contents

\_\_\_\_\_

Close Help

~ 400

Fig 64

SST History

Terminal ID	Name	Address	City	State	ZIP Code	Merchant
249		5454 MARKET ST	San Franci...	CA	95116	MCDONALD'S
250		5454 MARKET ST	San Franci...	CA	95116	MCDONALD'S
251		5454 MARKET ST	San Franci...	CA	95116	MCDONALD'S
107	-	Location5a1	Location5c	OH	5	Merchant Example
110	-	4840 SINCLAIR RD	Columbus	OH	43229	BP GAS STATION
113	-	Location5a1	Location5c	OH	5	Merchant Example
121	-	14615 PEARL RD	Cleveland	OH	44126	MCDONALD'S
123	-	2000 BRITTAIN Rd	Akron	OH	44310	Engineering System De...
252	-	14615 PEARL RD	Cleveland	OH	44126	MCDONALD'S
Ipon	Ipon	0000 Location Street	Locationville	ZZ	99999	DeBartolo Group
ABC123	JBM terminal	1126 E TALLMADGE ...	Akron	OH	44310	WENDY'S
4321	JBMSSST	0000 Location Street	Locationville	ZZ	99999	DeBartolo Group
RACK 22	SQA Test Re...	5995 Mayfair rd.	North Canton	OH	44720	Engineering System De...
104	Terminal 104	1126 E TALLMADGE ...	Akron	OH	44310	WENDY'S
320	test	516 W PERKINS AVE	Sandusky	OH	44870	SHELL GAS STATION
324	test2	1126 E TALLMADGE ...	Akron	OH	44310	WENDY'S
323	test3	516 W PERKINS AVE	Sandusky	OH	44870	SHELL GAS STATION
Tony1	Tony1	Location5a1	Location5c	OH	5	Merchant Example
54223	zldfhdhfh	0000 Location Street	Locationville	ZZ	99999	DeBartolo Group
101	zqfhgh	Location5a1	Location5c	OH	5	Merchant Example

Update SST Details

Last Snapshot: 8/18/98 4:28:37 PM Unsuccessful

Last Rollback: 8/19/98 4:28:37 PM Unsuccessful

Last File Retrieval: Not Retrieved

View Distribution History...

View Retrieved Files...

Close Help

~ 402

Fig 65



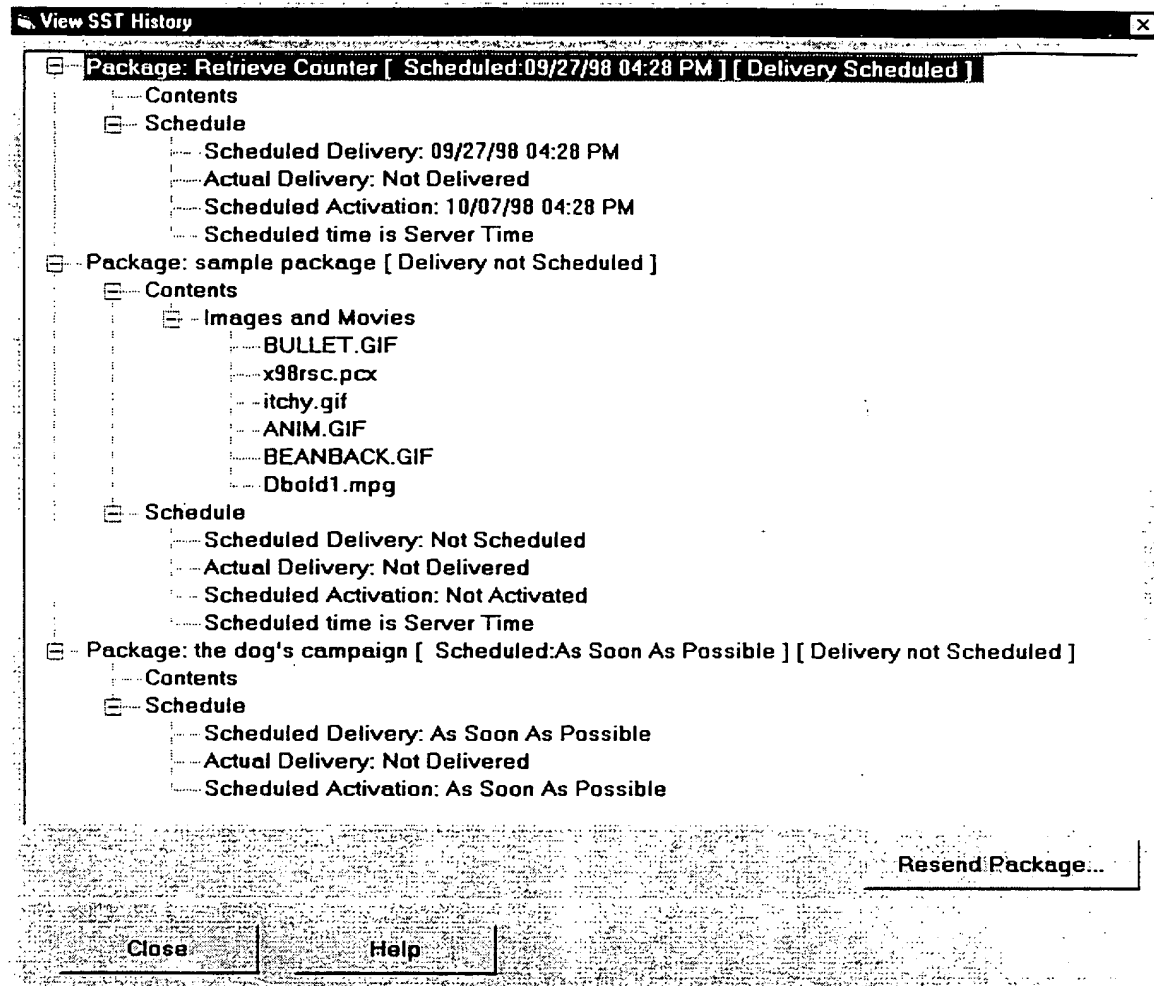


Fig 66

View Reports

X

Start Date

Set to Today

January 1998

January

1998

Sun	Mon	Tue	Wed	Thu	Fri	Sat
28	29	30	31		2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31
	2	3	4	5	6	7

Report

☒ Coupon Counts
 ☐ MPEG Metrics

End Date

Set to Today

November 1998

November

1998

Sun	Mon	Tue	Wed	Thu	Fri	Sat
25	26	27	28	29	30	31
1	2	3	4	5	6	7
8	9	10		12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	1	2	3	4	5

Destination

☒ Preview
 ☐ Printer

OK

Cancel

Help

FIG 67



**Self Service Terminal**

<p><b>Name and Connectivity</b></p> <p><input checked="" type="checkbox"/> SST Active</p> <p>Name: <input type="text"/></p> <p>Terminal ID: <input type="text"/></p> <p> <input type="radio"/> Touch Tone Telephone Dial  <input type="radio"/> Pulse Telephone Dial         </p> <p>Modem Telephone Number (dial string): <input type="text"/></p>	<p><b>Location</b></p> <p>Test Example <input type="text"/></p> <p>Location Description: <input type="text"/></p> <p>1234 Test Street <input type="text"/></p> <p>Testville ZZ 99999 <input type="text"/></p> <p>Mr. Test <input type="text"/></p> <p>123-456-7890 <input type="text"/></p> <p>&lt;None&gt; <input type="text"/></p> <p> <input type="button" value="Define New Location"/> <input type="button" value="Edit"/> </p>
<p><b>Feature Set Selection</b></p> <p>JBM f.s. one <input type="text"/></p> <p><b>Feature Set Description</b></p> <p>feature set one</p> <p>graphic - dons graphic</p> <p>graphic - asdfsdf</p> <p>movie - test</p> <p>movie - another movie</p> <p>movie - test again</p> <p> <input type="button" value="Define New Feature Set"/> <input type="button" value="Edit"/> </p>	<p><b>Defined Keywords for this SST</b></p> <p><input type="text"/></p> <p><input type="text"/></p> <p><input type="text"/></p> <p><input type="text"/></p>

FIG 69

**Location Selection**

Name	Address	Address	City	State	Zip Code
BP Gas	4840 SINCLA...		Columbus	OH	43229
BP Gas	681 US HIGH...		Aberdeen	OH	45101
BP Gas	1 MAIN ST		Greenwich	OH	44837
BP Gas	807 HARTFO...		Canton	OH	44707
Chapel Hill Mall	2000 BRITTA...		Akron	OH	44310
Location Example	0000 Locatio...		Locatio...	ZZ	99999
Location3n	Location3a1		Locatio...	OH	3
Location5n	Location5a1	-	Locatio...	OH	5
McDonald's	14615 PEAR...		Cleveland	OH	44126
McDonald's	4621 MISSIO...		San Fra...	CA	95115
McDonald's	5454 MARKE...		San Fra...	CA	95116
McDonald's	112 DUEBER...		Canton	OH	44720
McDonald's	3109 CLEVEL...		Canton	OH	44707
Shell Gas	516 W PERKI...		Sandusky	OH	44870
Shell Gas	123 HOW AVE		Akron	OH	44305
SQA Test Floor	5995 Mayfair ...	-	North C...	OH	44720
Summit Mall	3265 W MAR...		Akron	OH	44333
Test Example	1234 Test Str...		Testville	ZZ	99999
testbla	54545		AKRON	CA	44112
Wendy's	1126 E TALL...		Akron	OH	44310
Wendy's	13246 CEDA...		Cleveland	OH	44112
Wendy's	3239 S ARLI...		Akron	OH	44312

330

Fig 70

**Location Add/Edit**

**Name and Address**

Location Name:

Address:

City:

State:

ZIP Code:

Country:

**Contact**

Name:

Phone:

Name:

Phone:

**Merchant Selection**

Merchant Example

Merchant Description:

0000 Merchant Street

Merchantville OH 99999

**Timezone Selection**

EST (Eastern Standard Time)

328

Fig 71

**Merchant Selection** [X]

Name	Address	City	State	Zip Code
BP GAS STATION	BP gas station addr1	Cleveland	OH	44240
DeBartolo Group	123 anystreet	Youngstown	OH	12345
Engineering Syste...	Here and Now	Cleveland	OH	44214
First Bank	100 Franklin St	Chicago	IL	12345
MCDONALD'S	5353 ATLANTIC AVE	Long Beach	CA	90808
Merchant Example	0000 Merchant Street	Merchantvi...	ZZ	99999
Merchant1n	Merchant1a1	Merchant1c	OH	1
Merchant2n	Merchant2a1	Merchant2c	OH	2
Merchant4n	Merchant4a1	Merchant4c	OH	4
SHELL GAS STAT...	5991 GLENWAY AVE	Cincinnati	OH	45238
WENDY'S	623 E MARKET ST	Akron	OH	44312

332

FIG 72

**Merchant Add/Edit** [X]

**Name and Location**

Name:

Address:

City:

State:

Zip Code:

Country:

**Contact**

Name:

Phone:

Name:

Phone:

OK Cancel Help

334

FIG 73

**Feature Sets**

Name	Description
Coupon	
Coupon rule	
Coupon Select	
Coupon selection	
Couponing4	Rule based and selection
Couponing8	Rule based and selection
Graphic	Graphic Display
graphic	
Graphic 2	Welcome icons
JBM Feature set	Sample feature set
JBM5	
JBMII	
jbmii	
JBMII F.S.	my sample
new	
new	
new	

308

306

Close Add Edit Delete

Help

FIG 74

**Feature Set Name Selection**

Feature Set Name:

Description:  312

310

OK Cancel Help

FIG 75



**Feature Set Definition**

Feature Set Name: IBM f.s. one

Description: feature set one

**SST: Hardware Features**

Video Mode: VGA+ ☒ Touch Screen Present

☒ Thermal Printer Present

**SST: Feature Selection**

**Available Feature Types**

Name
coupon_rules
coupon_selection
graphic
local_screen_file
local_state_file
movie

Add >>

**Currently Defined Features**

Name	Type	Description
another.movie	movie	Ralphs Movie
asdfsdf	graphic	
dons graphic	graphic	test
dons test	coupon_selection	test
state file	local_state_file	
test	movie	test
test	local_screen_file	test
test again	movie	

Delete Edit Feature Definition...

Close Help

314

Fig 76

**Rules Based Coupon Feature Definition**

**Rules Based Coupons Identification**

Coupon Feature Name:

Description:

OK Cancel Help

316

Fig 77

Coupon Selection Feature Definition

Coupon Identification

Coupon Selection Feature Name:

Description:

Destination Configuration Filename:

000

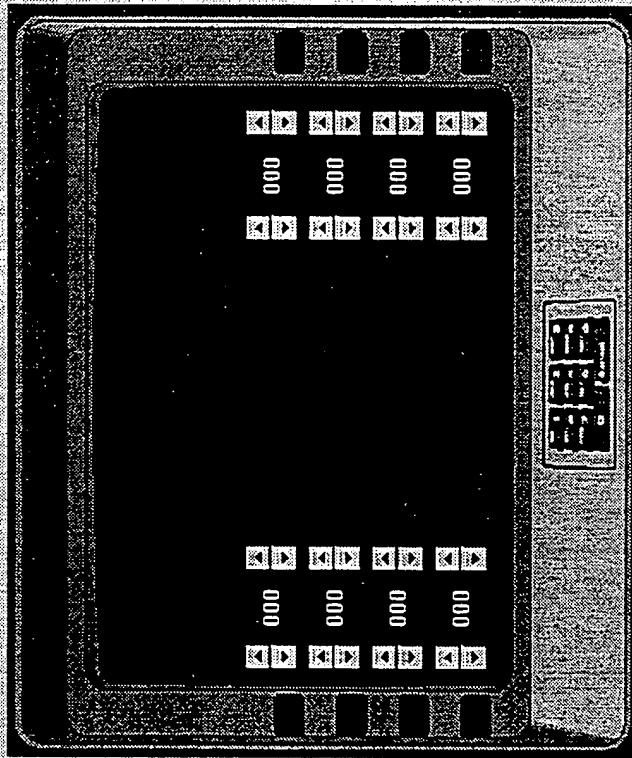
CPSEL000.INI

☐ Touch Screen (CONS)

Icon Numbers Referenced in Coupon Selection Screen

Available Buttons:

Eight (8)



Active

High Resolution

F

High Resolution

G

High Resolution

H

High Resolution

I

Active

A

High Resolution

B

High Resolution

C

High Resolution

D

High Resolution

OK

Cancel

Help

**Graphic Feature Definition**

**Graphic Identification**

Graphic Feature Name:

Description:

ICON Number (Referenced from SST Screen):

Image Resolution: ☒ High ☐ Low

Is this a Touch Button Graphic? ☒ Yes ☐ Image when button is pressed  
☒ No ☐ Image when button is not pressed

OK Cancel Help

320

Fig 79

**Local Screen File Feature Definition**

**Screen File Identification**

Screen File Feature Name:

Description:

OK Cancel Help

322

Fig 80

**Local State File Feature Definition**

**State File Identification**

State File Feature Name:

Description:

OK Cancel Help

324

Fig 81

**Video Feature Configuration** [X]

**Video Identification**

Video Feature Name:

Description:

**Video Format**

☐ FLC Video File Format

☐ FLI Video File Format

☒ MPG (MPEG) Video File Format

**Video Type**

Video Type: ☐ Single movie

☒ MPEG Channel File (1 to 3 movies together)

Filename (Referenced from SST Screen):

326

Fig 82

**Access Management**

**Currently Defined Users**

Name	Role
abbruzt	Administration
admin	Administration
market	Marketing
me	Marketing
newMarket	Marketing
NewUser	Marketing

◀ ▶

**Add...** **Edit...** **Delete**

**Close** **Help**

406

FIG 83

**User Properties** [X]

Name:

Password:

Password (retype):

**Role Selection**

Role	Description
Administration	Administrative Role
Marketing	Marketing Role

OK Cancel Help

~403

Fig 84

Request Name	User Name	Scheduled Activation	Campaign Status	Scheduled Delivery
Don's TEST	Admin	03/09/2002 18:00:00	Delivery not Scheduled	07/07/1999 11:39:00
Don's TEST-All	Admin	07/08/1999 14:26:00	Delivery not Scheduled	07/08/1999 14:26:00
Genes Test	mourzie	07/22/1999 14:44:00	Delivery Scheduled	07/22/1999 14:44:00
gm1	Admin	07/08/1999 14:20:00	Delivery not Scheduled	07/08/1999 14:20:00
gm2	mourzie	06/24/1999 00:27:00	Delivery Scheduled	05/28/1999 10:47:00
gm3	mourzie	08/23/1999 14:57:13	Delivery Scheduled	08/06/1999 16:31:00
Retrieval 08/23/1999 0...	mourzie	08/23/1999 14:59:25	Delivery Canceled	08/05/1999 14:58:00
Retrieval 08/23/1999 0...	mourzie	08/24/1999 11:49:35	Delivery Scheduled	08/24/1999 23:49:00
Rollback 08/24/1999 1...	mourzie	08/24/1999 11:46:07	Delivery Canceled	08/24/1999 12:25:00
Snapshot 08/24/1999 1...	mourzie	07/22/1999 14:46:00	Delivery Scheduled	07/22/1999 14:46:00
test	Admin	06/29/1999 16:21:00	Delivery not Scheduled	06/29/1999 16:21:00
test1	Admin			



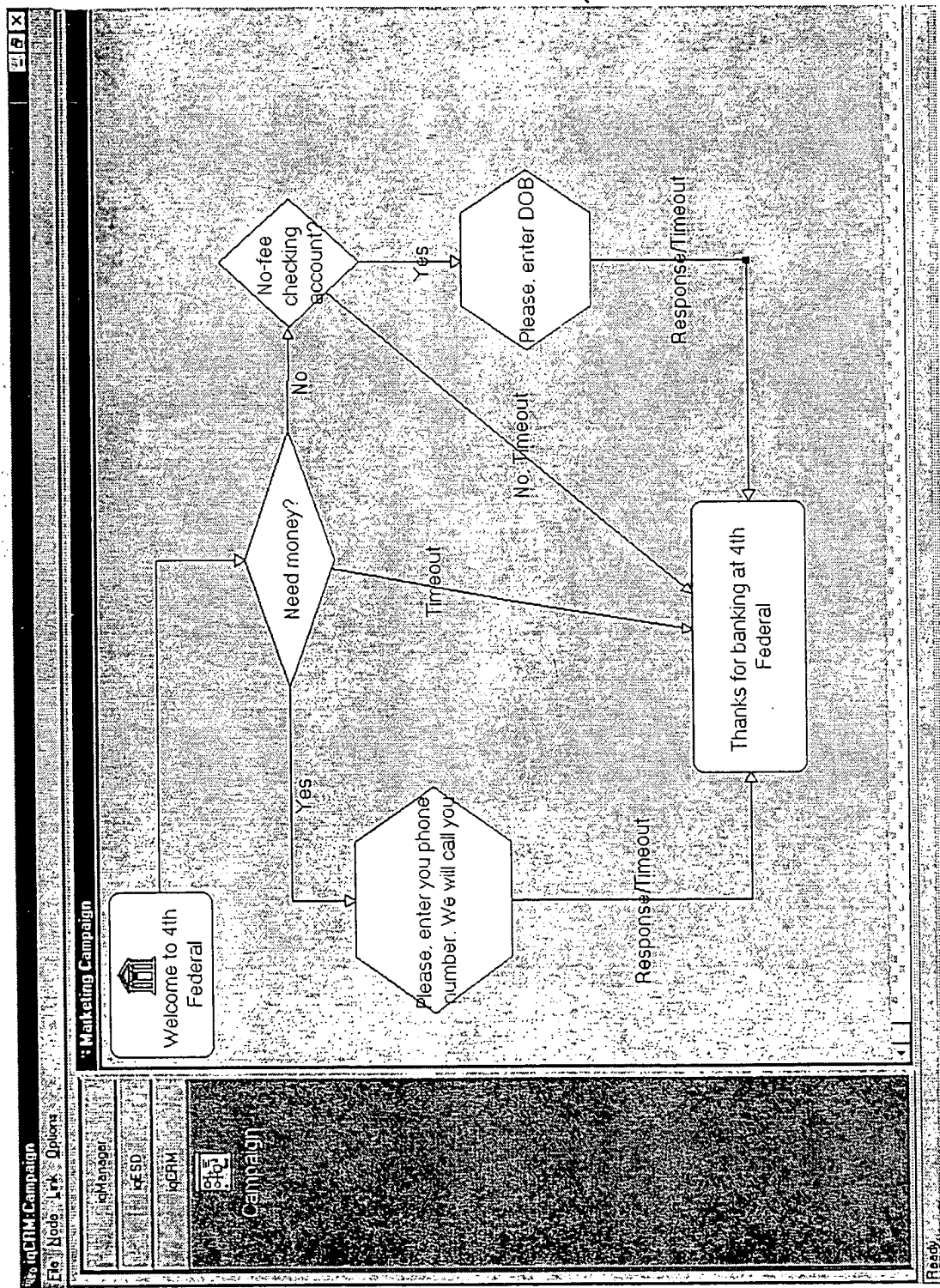


Fig 86

526





Happy Anniversary Ross

Would you like to send your wife a dozen roses for only  
\$10 compliments of Fourth Financial?

Yes

No

Fig. 87

524

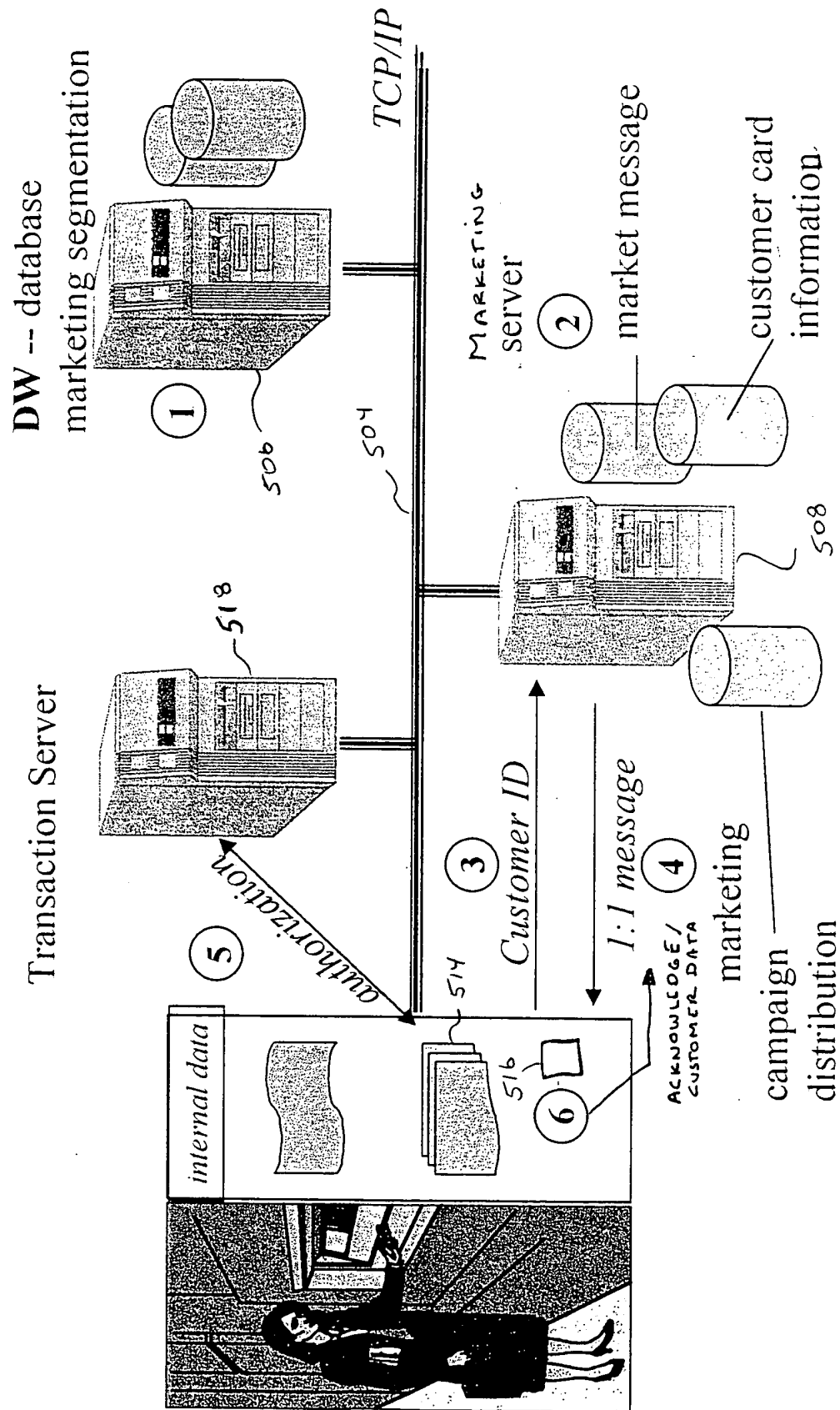


FIG. 88

# BACK OFF-ICE

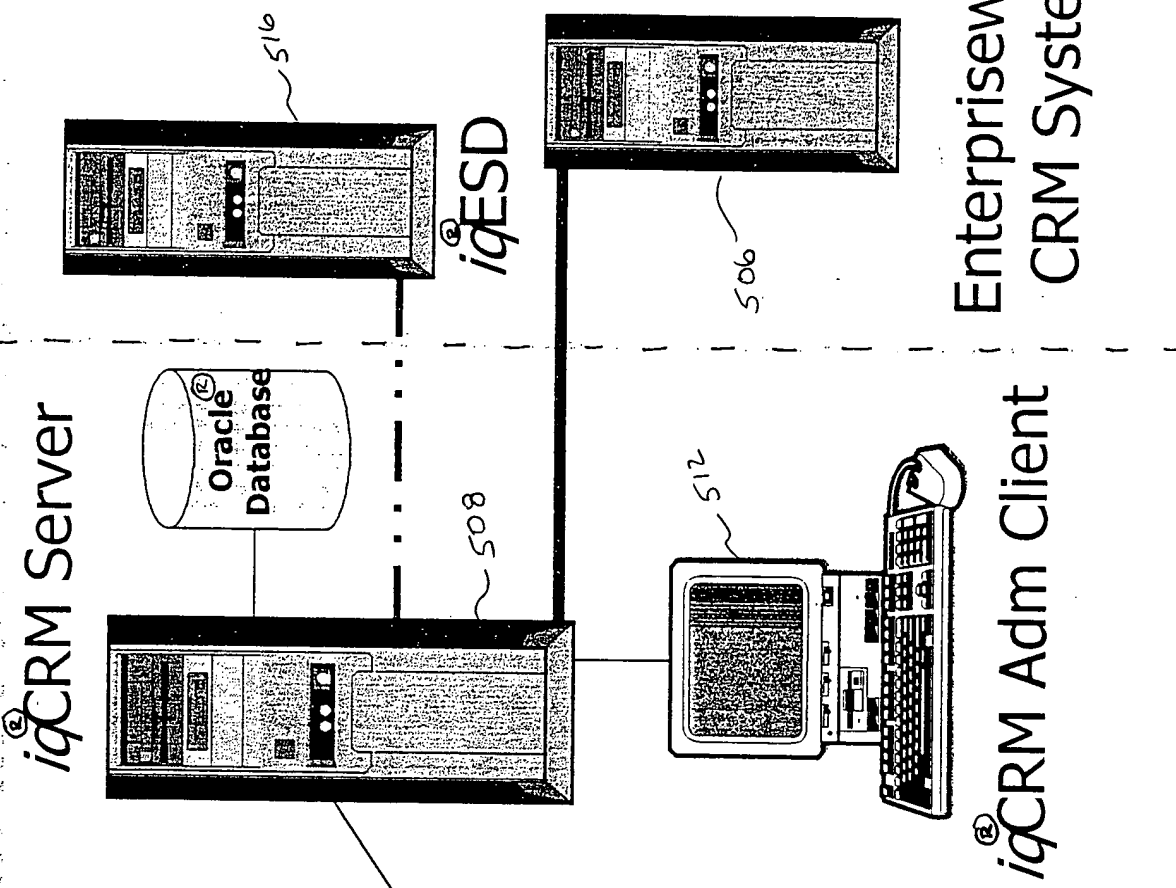


Fig 89

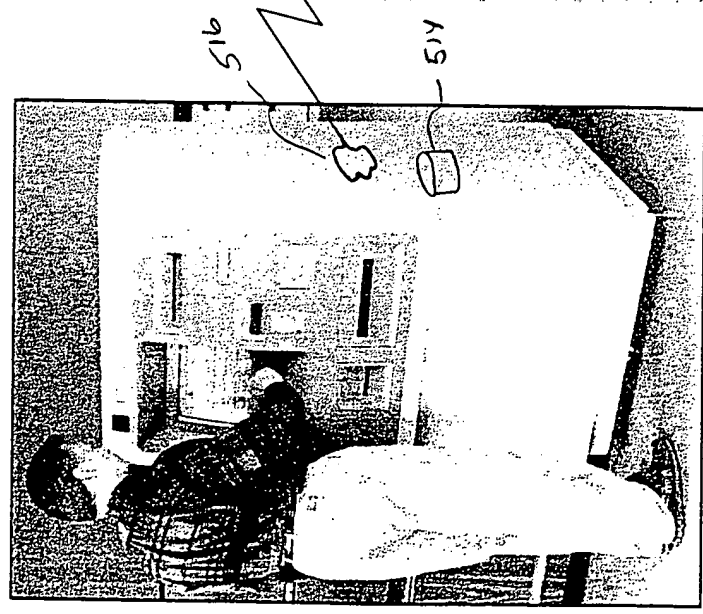


FIG. 90

420

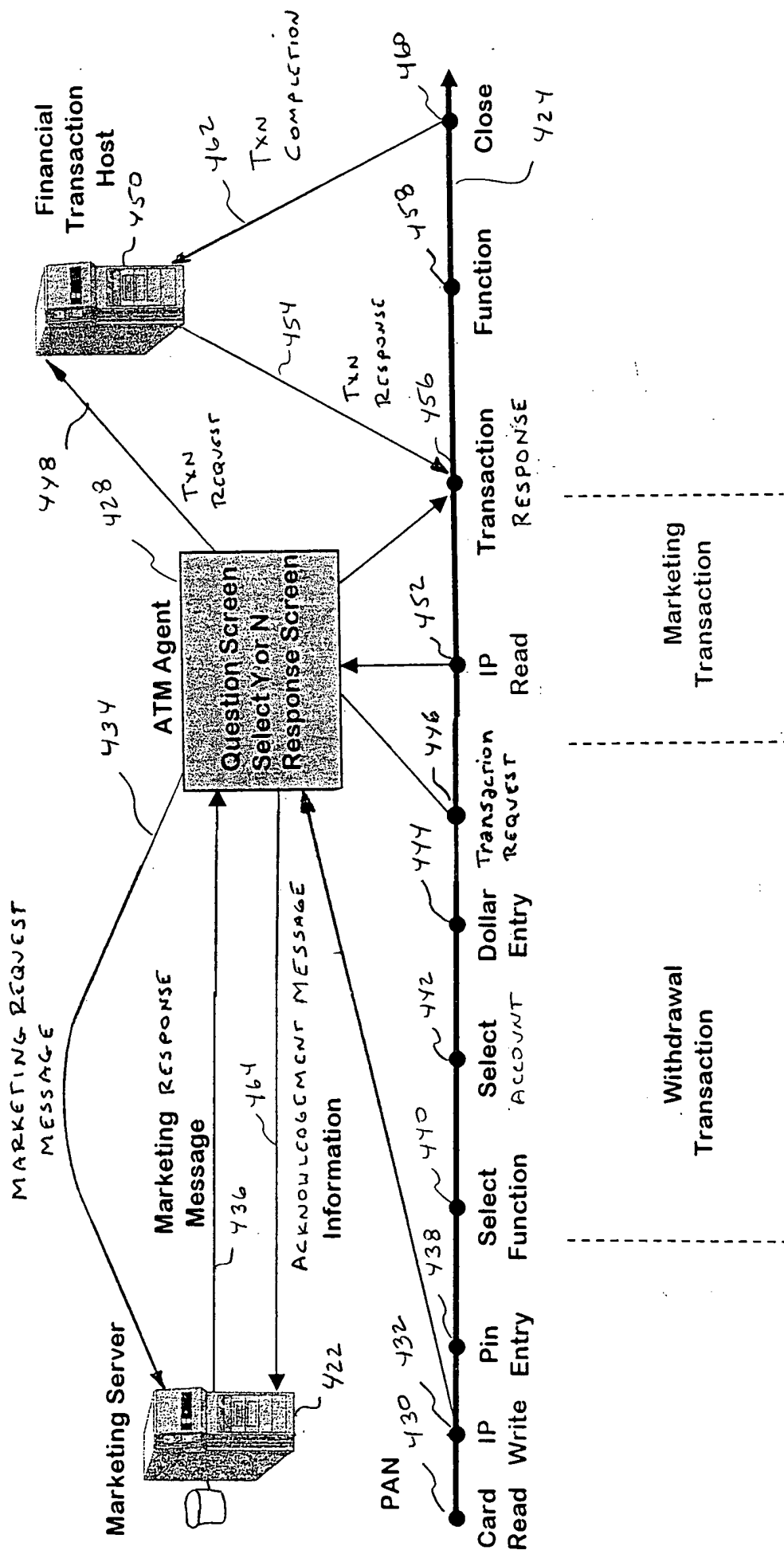
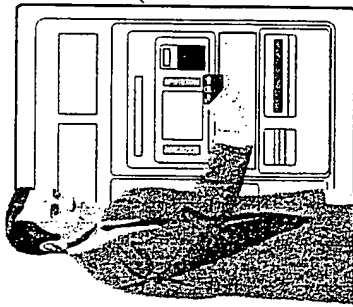


FIG 90



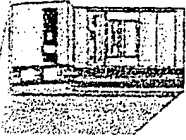
**Consumer inserts bank card at ATM**

426

**Marketing Request is sent**  
**Server selected Marketing Campaign**

422

434

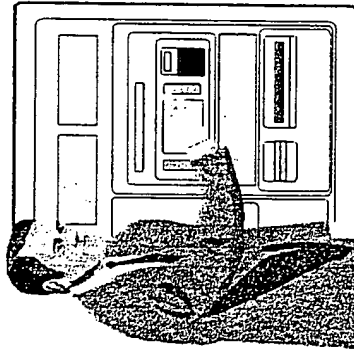


**Card Inserted**

436

**MARKETING  
Server**

Fig 91



**\$60 Withdrawal**

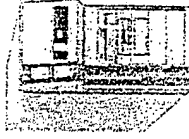
**Customer request goes to Authorization Host**

448

**Consumer enters PIN, selects  
Withdrawal transaction and  
enters \$60 amount. Consumer is  
shown standard "Please Wait"  
screen**

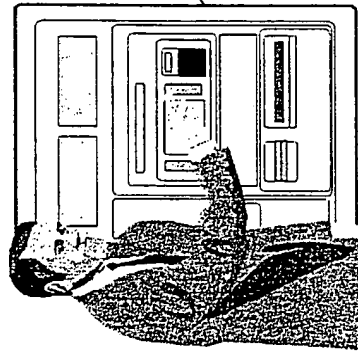
450

**FINANCIAL  
Host**



**MARKETING  
Server**

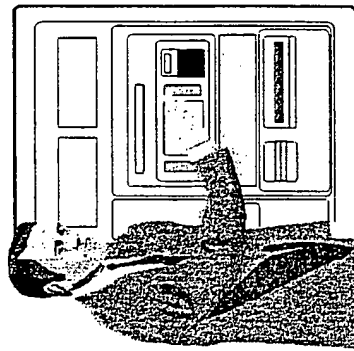
Fig 92



**Consumer is shown campaign  
and interactively responds**

~426

### Campaign Display and Response



**Consumer receives either further  
information on screen or confirmation that  
response was received by a thank you  
message appearing on screen.**

**Consumer response data sent to  
MARKETING SERVER**



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### Marketing Session Ends

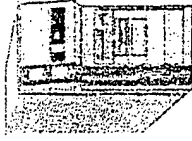
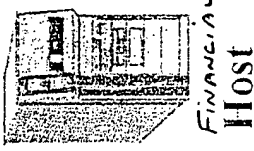
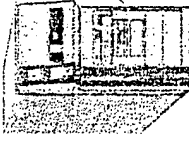
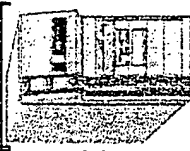


Fig 9

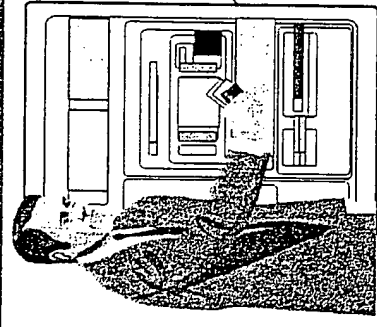


Host

422

Fig 94

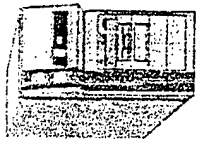
FIG. 95



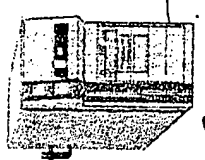
Transaction Approval comes from the Host



Consumer completes transaction, takes money



Transaction Complete

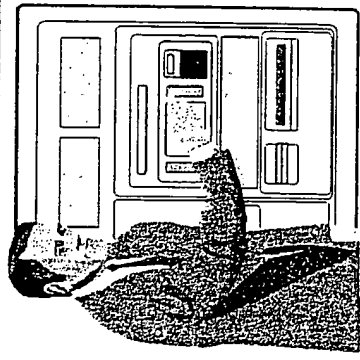


Financial Host

450

MARKETING Server

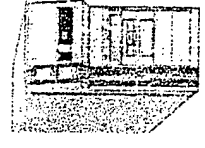
FIG 95



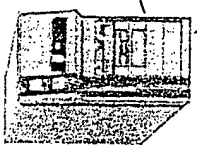
Last transaction completion goes to host



Consumer may select another transaction of "I'm Finished."  
Consumer selects "I'm finished."



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Financial Host

450

End of ATM Transaction

MARKETING Server

FIG 96

